
WISN-TV
(Milwaukee, WI)

ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> ad buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Cand	idate/Issue	A	MERICA	W C	ROSSROADS	
candi	Dates (if one folder is used per date, a separate checklist must be leted for each flight)	v	10/30/12	11/	5/12	
						<u>Initials</u>
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17	")	, f	Date:	10/10/12	£
2.	Original contract showing requested time (when available)			Date:	10/10/12	De
3.	Updated contracts as order changes.			Date:	10/30/12	Ea
1. .	Invoice of schedule as actually broadcast including amount of rebates given (exact date, time, class of time and amount for each rebate), if any	t,		Date:	10/31/12 11/2/12	36
				Date.	1	
			Checkli	ist Com _l	pleted:	
	-	Ву:				
		Date:				
	*					

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location: WISO N	MICLAU	Rot		ite: //0//2
_{I,} Stephanie N	/laroney				
do hereby reque	est station time conc	erning the follo	owing issue:		
American Cro I401 New Yor Washington, I Freasurer: Ma	rk Avenue Suite DC 20005	1200			
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	Sca	- Sc Arm	Horoct		
		Asina	さつ		
Total Charç	ges: 498,	450 /	Gross		
his broadcast t	ime will be used by	: Americar	n Crossroads		
Does the p message re	rogramming (elating to any	in whole o political n	r in part) on	ommunicate	e "a rtance?"
	□ Yes			× No	

importance," list the name of	municates a message relating to an f the legally qualified candidate(s) the date(s) of the election(s) (if appli	the programming refers to, the
For programming that "comn importance," attach Agreed U	nunicates a message relating to any Jpon Schedule (Page 3)	political matter of national
I represent that the payment	for the above described broadcast t	ime has been furnished by:
Treasurer Margee Clancy		
and you are authorized to and furnishing the payment, if oth	nounce the time as paid for by such ner than an individual person, is:	person or entity. The entity
a corporation; a co	mmittee; 🗵 an association; 🗌	or other unincorporated group.
The names, offices, and addre	esses of the chief executive officers d below (may be attached separatel	s, directors, and/or authorized
	DISCRIMINATE OR PERMIT I	DISCRIMINATION ON THE BASIS
reasonable attorney's fees, that radvertisement(s). For the above	armless the station for any damage may ensue from the broadcast of the e-stated broadcast(s), I also agreable delivered to the station at leased broadcasts.	e above-requested e to prepare a script.
	IGNED BY ISSUE ADV	ERTISER
6/11/12 Ste	My Muy	703-299-1760
Date	Signature	Contact Phone Number
IO BE SIG	ENED BY STATION REL	PRESENTATIVE
☐ Accepted	Accepted in Part	☐ Rejected
Signature	Printed Name	Title



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Cross Roads Media 3704 W Lincoln Way Suite 293 Ames, IA 50014

CONTRACT

Contract / Revision Alt Order# 962675 / 06368271 Product AMERICAN CROSSROADS Contract Dates Estimate # 10/30/12 - 11/05/12 1142 Advertiser Original Date / Revision American Crossroads 10/10/12 / 10/10/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+ Total Ratings 307.40 IDB# Advertiser Code Product Code 11 27 Advertiser Ref Agency Ref

Print Date 10/10/12

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		Spots/		
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Rtn TypeSpots	Amount
N 1 WISN 10/30/12 11/04/12 DR. OZ ON	1a - 2a	:30	NM 1	\$50.00
Start Date End Date Weekdays Spots/Week	Rate Rating		Į.	
Week: 10/29/12 11/04/121 1	\$50.00 0.60			
N 2 WISN 10/30/12 11/04/12 Late News 10PM	10-1030p	:30	NM 1	\$3,000.00
Start Date End Date Weekdays Spots/Week Week; 10/29/12 11/04/12 1 1	Rate Rating \$3,000.00 8,20			
N 3 WISN 10/30/12 11/04/12 Late News 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	1030p-11p <u>Rate</u> Rating	:30	NM 1	\$1,500.00
Week: 10/29/12 11/04/121 1	\$1,500.00 5.10			
N 4 WISN 10/30/12 11/04/12 Nightline	11p-1130p	:30	NM 1	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.00	13141	\$1,000.00
Week: 10/29/12 11/04/121 1	\$1,000.00 3.20			
N 5 WISN 10/30/12 11/04/12 Jimmy Kimmel	1130-1230a	:30	NM 1	\$400.00
Start Date End Date Weekdays Spots/Week	Rate Rating			
Week: 10/29/12 11/04/121 1	\$400.00 1.80			
N 6 WISN 10/30/12 11/04/12 ANDERSON COOPER	M-F 11A-12P	:30	NM 1	\$250.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$250.00 1.80			
N 7 WISN 10/30/12 11/04/12 ET M-F	1230a-1a	:30		2122.22
Start Date End Date Weekdays Spots/Week	Rate Rating	:30	NM 1	\$100.00
Week: 10/29/12 11/04/121 1	\$100.00 1.00			
N 8 WISN 10/30/12 11/04/12 KATIE COURIC	M-F 2-3P	:30	NM 1	\$400.00
Start Date	Rate Rating		,	4700.00
Week: 10/29/12 11/04/121 1	\$400.00 1.20			
N 9 WISN 10/30/12 11/04/12 3-4p	3-4p	:30	NM 1	\$1,250.00
Week: 10/29/12	Rate Rating		l l	
	\$1,250.00 2.80			
N 10 WISN 10/30/12 11/04/12 DR. OZ Start Date End Date Weekdays Spots/Week	4P-5P	:30	NM 1	\$750.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$750.00 2.90			
N 11 WISN 10/30/12 11/04/12 News M-F 430a	430-5a	:30	 NM 1	#450.55
14 11 VAICH 10/00/12 11/04/12 146W\$ W(-1 450d	450-0a	.ა⊍	NM I 1	\$150.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Original Date / Revision 10/10/12 / 10/10/12



Start Date End Date

Weekdays

Spots/Week

	Contract / Revision 962675 /	<u>Alt Order #</u> 06368271
Contract Dates	Product	Estimate #
10/30/12 - 11/05/12	AMERICAN CROSSRO	1142

www.wisn.com	American Crossroads	10/10/12 / 10	/10/12
	Spots/		
*Line Ch Start Date End Date Description Start/End Start Date End Date Weekdays Spots/Week Rate		Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1 1 \$150.00	Rating 0.90		
N 12 WISN 10/30/12 11/04/12 News M-F 5p 5-530pm	:30 <u>Rating</u> 6.00	NM 1	\$1,800.00
N 13 WISN 10/30/12 11/04/12 News M-F 5a 5-6A Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1 \$1,000.00	:30 <u>Rating</u> 2.80	NM 1	\$1,000.00
N 14 WISN 10/30/12 11/04/12 News M-F 6p 6-630pm Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1 \$3,500.00	:30 <u>Rating</u> 6.70	NM 1	\$3,500.00
N 15 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICHA 9-10am Start Date	:30 <u>Rating</u> 4.10	NM 1	\$1,000.00
N 16 WISN 11/05/12 11/05/12 DR. OZ ON 1a-2a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 1 1 \$50.00	:30 Rating 0.60	NM 1	\$50.00
N 17 WISN 11/05/12 11/05/12 Late News 10PM 10-1030p Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 \$3,000.00	:30 <u>Rating</u> 8:20	NM 1	\$3,000.00
N 18 WISN 11/05/12 11/05/12 Late News 1030PM 1030p-11p Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 \$1,500.00		NM 1	\$1,500.00
N 19 WISN 11/05/12 11/05/12 Nightline 11p-1130p Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 1 1 \$1,000.00		NM 1	\$1,000.00
N 20 WISN 11/05/12 11/05/12 Jimmy Kimmel 1130-1230a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 1 1 \$400.00	Rating	NM 1	\$400.00
N 21 WISN 11/05/12 11/05/12 ANDERSON COOPER M-F 11A-12	Rating	NM 1	\$250.00
N 22 WISN 11/05/12 11/05/12 ET M-F 1230a-1a Start Date	:30 <u>Rating</u> 1.00	NM 1	\$100.00
N 23 WISN 11/05/12 11/05/12 KATIE COURIC M-F 2-3P Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 \$400.00	:30 <u>Rating</u> 1.20	NM 1	\$400.00
N 24 WISN 11/05/12 11/05/12 3-4p 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 1 1 \$1,250.00		NM 1	\$1,250.00
N 25 WISN 11/05/12 11/05/12 DR. OZ Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 \$750.00		NM 1	\$750.00
N 26 WISN 11/05/12 11/05/12 News M-F 430a 430-5a Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 \$150.00	:30 <u>Rating</u>) 0.90	NM 1	\$150.00
N 27 WISN 11/05/12 11/05/12 News M-F 5p 5-530pm	:30	NM 1	\$1,800.00

<u>Advertiser</u>

Rate Rating

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specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

Advertiser Original Date / Revision 10/10/12 / 10/10/12 American Crossroads

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> <u>Rating</u> \$1,800.00 6.00			
N 28 WISN 11/05/12 11/05/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	5-6A <u>Rate</u> <u>Rating</u> \$1,000.00 2.80	:30	NM 1	\$1,000.00
N 29 WISN 11/05/12 11/05/12 News M-F 6p Start Date	6-630pm <u>Rate</u> <u>Rating</u> \$3,500.00 6.70	:30	NM 1	\$3,500.00
N 30 WISN 11/05/12 11/05/12 LIVE WITH KELLY & MICH Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 I 1	A 9-10am <u>Rate</u> <u>Rating</u> \$1,000.00 4.10	:30	NM 1	\$1,000.00
N 31 WISN 11/05/12 11/05/12 Castle <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	Mon 9-10p <u>Rate</u> <u>Rating</u> \$7,500.00 16.70	:30	NM 1	\$7,500.00
N 32 WISN 10/30/12 11/04/12 Late News Sa 10pm Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1	10-1035p <u>Rate</u> <u>Rating</u> \$850.00 2.80	:30	NM 1	\$850.00
N 33 WISN 10/30/12 11/04/12 INSIDE THE HUDDLE Start Date	INSIDE HUD 1035 _I <u>Rate</u> <u>Rating</u> \$250.00 1.30	:30	NM 1	\$250.00
N 34 WISN 10/30/12 11/04/12 Sa 458-6a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1	456-6AM <u>Rate</u> <u>Rating</u> \$250.00 2.10	:30	NM 1	\$250.00
N 35 WISN 10/30/12 11/04/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1	6-630pm <u>Rate</u> <u>Rating</u> \$1,000.00 5.30	:30	NM 1	\$1,000.00
N 36 WISN 10/30/12 11/04/12 BIG 12 SPORTS SATURD/ Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1	A\630-7p, 6-630p <u>Rate</u> <u>Rating</u> \$500.00 4.70	:30	NM 1	\$500.00
N 37 WISN 10/30/12 11/04/12 News Sat 7-9a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	7-9am <u>Rate</u> <u>Rating</u> \$500.00 3.00	:30	NM 1	\$500.00
N 38 WISN 10/30/12 11/04/12 Late News 10pm Start Date	10p-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 6.80	:30	NM 1	\$3,000.00
N 39 WISN 10/30/12 11/04/12 Chris Matthews <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	*1030a-11a <u>Rate</u> <u>Rating</u> \$150.00 0.50	:30	NM 1	\$150.00
N 40 WISN 10/30/12 11/04/12 Upfront Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	11-1130p <u>Rate</u> <u>Rating</u> \$200.00 2.20	:30	NM 1	\$200.00
N 41 WISN 10/30/12 11/04/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	458-6AM <u>Rate</u> <u>Rating</u> \$200.00 1.40	:30	NM 1	\$200.00
N 42 WISN 10/30/12 11/04/12 News Sun 530pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	530-6p <u>Rate</u> <u>Rating</u> \$1,000.00 3.00	:30	NM 1	\$1,000.00
N 43 WISN 10/30/12 11/04/12 Sun GMA Start Date End Date Weekdays Spots/Week	6-7a <u>Rate</u> Rating	:30	NM 1	\$400.00

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 962675 06368271

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO#1142

Advertiser Original Date / Revision 10/10/12 / 10/10/12 American Crossroads

Snots/

			Spots/			
*Line Ch Start Date End Date Description			Length Week	Rate Rtn Type	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$400.00	Rating 2.50				
N 44 WISN 10/30/12 11/04/12 News Sun 7-9a	7-9am		:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate \$400.00	Rating 3.30				*
N 45 WISN 10/30/12 11/04/12 DR. OZ ON	1a-2a		:30	NM	1	\$50.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate \$50.00	Rating 0.60				,
N 46 WISN 10/30/12 11/04/12 Late News 10PM	10-1030p		:30	NM	1	\$3,000.00
	<u>Rate</u> \$3,000.00	Rating 8.20				
N 47 WISN 10/30/12 11/04/12 Late News 1030PM	1030p-11p		:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$1,500.00	Rating 5.10				
N 48 WISN 10/30/12 11/04/12 Nightline	11p-1130p		:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate \$1,000.00	Rating 3.20				·
N 49 WISN 10/30/12 11/04/12 Jimmy Kimmel	1130-1230a		:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$400.00	Rating 1.80				
N 50 WISN 10/30/12 11/04/12 ANDERSON COOPER	M-F 11A-12F		:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$250.00	Rating 1.80				
N 51 WISN 10/30/12 11/04/12 ET M-F	1230a-1a		:30	NM	1	\$100.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$100.00	Rating 1.00				7.00.00
N 52 WISN 10/30/12 11/04/12 KATIE COURIC	M-F 2-3P		:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$400.00	Rating 1.20				
N 53 WISN 10/30/12 11/04/12 3-4p	3-4p		:30	NM	1	\$1,250.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$1,250.00	Rating 2.80				, ,_,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
N 54 WISN 10/30/12 11/04/12 DR. OZ	4P-5P		:30	NM	1	\$750.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$750.00	Rating 2.90				7. 55.55
N 55 WISN 10/30/12 11/04/12 News M-F 430a			:30	NM	1	\$150.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$150.00	Rating 0.90				
N 56 WISN 10/30/12 11/04/12 News M-F 5p	5-530pm		:30	NM	1	\$1,800.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate \$1,800.00	Rating 6.00			·	+ 1,000.00
N 57 WISN 10/30/12 11/04/12 News M-F 5a	5-6A		:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$1,000.00	Rating 2.80				
N 58 WISN 10/30/12 11/04/12 News M-F 6p	6-630pm		:30	NM	1	\$3,500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$3,500.00	Rating 6.70				
N 59 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH.			:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	Rating				

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Start Date End Date

Start Date End Date

11/04/12

End Date

11/04/12

11/04/12

11/04/12

Week: 10/29/12

Week: 10/29/12

74 WISN 10/30/12

75 WISN 10/30/12

Start Date

<u>Weekdays</u>

-1----

Weekdays

-1----

Weekdays

*UpFront PrimeTime

Contract / Revision Alt Order# 962675 06368271

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO#1142

Advertiser Original Date / Revision 10/10/12 / 10/10/12 American Crossroads

Spots/

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week				
Week: 10/29/12 11/04/121 1	\$1,000.00 4.10			
N 60 WISN 10/30/12 11/04/12 DR. OZ ON	1a-2a	:30	NM 1	\$50.00
Start Date End Date Weekdays Spots/Week	Rate Rating			
Week: 10/29/12 11/04/12 -1 1	\$50.00 0.60			
N 61 WISN 10/30/12 11/04/12 Late News 10PM	10-1030p	:30	NM 1	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate Rating			
Week: 10/29/12 11/04/12 -1 1	\$3,000.00 8.20			
N 62 WISN 10/30/12 11/04/12 Late News 1030PM	1030p-11p	:30	NM 1	\$1,500.00
Start Date End Date Weekdays Spots/Week	Rate Rating			
Week: 10/29/12 11/04/12 -1 1	\$1,500.00 5.10			
N 63 WISN 10/30/12 11/04/12 Nightline	11p-1130p	:30	NM 1	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate Rating		İ	
Week: 10/29/12 11/04/12 -1 1	\$1,000.00 3.20			
N 64 WISN 10/30/12 11/04/12 Jimmy Kimmel	1130-1230a	:30	NM 1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	Rate Rating			
	\$400.00 1.80			
N 65 WISN 10/30/12 11/04/12 ANDERSON COOPER	M-F 11A-12P	:30	NM 1	\$250.00
Start Date End Date Weekdays Spots/Week	Rate Rating			
Week: 10/29/12 11/04/12 -1 1	\$250.00 1.80			
N 66 WISN 10/30/12 11/04/12 ET M-F	1230a-1a	:30	NM 1	\$100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	Rate Rating			
	\$100.00 1.00		·	
N 67 WISN 10/30/12 11/04/12 KATIE COURIC	M-F 2-3P	:30	NM 1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	Rate Rating			
	\$400.00 1.20			
N 68 WISN 10/30/12 11/04/12 3-4p	3-4p	:30	NM 1	\$1,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	Rate Rating			
	\$1,250.00 2.80			
N 69 WISN 10/30/12 11/04/12 DR. OZ	4P-5P	:30	NM 1	\$750.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Rate Rating			
	\$750.00 2.90			
N 70 WISN 10/30/12 11/04/12 News M-F 430a	430-5a	:30	NM 1	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	Rate Rating			
	\$150.00 0.90	•••		
N 71 WISN 10/30/12 11/04/12 News M-F 5p	5-530pm	:30	NM 1	\$1,800.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> <u>Rating</u> \$1,800.00 6.00			
N 72 WISN 10/30/12 11/04/12 News M-F 5a	5-6A	:30	NM 1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1				
N 73 WISN 10/30/12 11/04/12 News M-F 6p	6-630pm	:30	NM 1	\$3,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Rate Rating

:30

:30

NM

NM

\$1,500.00

\$1,000.00

*6-7P

<u>Rate</u>

<u>Rate</u>

\$3,500.00

\$1,500.00

Rating

Rating

6.30

6.70

Spots/Week

Spots/Week

1

Spots/Week

LIVE WITH KELLY & MICHA 9-10am

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 962675 06368271

Contract Dates Estimate # Product 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

Advertiser Original Date / Revision 10/10/12 / 10/10/12 American Crossroads

Spots/

*Line Ch Start Date End Date Description	Start/End Time Days	Spots/ Length Week	Rate Rtn TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> <u>Rating</u> \$1,000.00 4.10				
N 76 WISN 10/30/12 11/04/12 DR. OZ ON	1a-2a	:30	МИ	1	\$50.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> <u>Rating</u> \$50.00 0.60				
N 77 WISN 10/30/12 11/04/12 Late News 10PM Start Date End Date Weekdays Spots/Week	10-1030p Rate Rating	:30	МИ	1	\$3,000.00
Week: 10/29/12 11/04/121 1	\$3,000.00 8.20				
N 78 WISN 10/30/12 11/04/12 Late News 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p Rate Rating	:30	ММ	1	\$1,500.00
Week: 10/29/12 11/04/121 1	\$1,500.00 5.10				
N 79 WISN 10/30/12 11/04/12 Nightline Start Date End Date Weekdays Spots/Week	11p-1130p <u>Rate</u> Rating	:30	NM	1	\$1,000.00
Week: 10/29/12 11/04/121 1	\$1,000.00 3.20				
N 80 WISN 10/30/12 11/04/12 Jimmy Kimmel Start Date End Date Weekdays Spots/Week	1130-1230a <u>Rate</u> <u>Rating</u>	:30	NM	1	\$400.00
Week: 10/29/12 11/04/121 1	\$400.00 1.80				
N 81 WISN 10/30/12 11/04/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week	M-F 11A-12P Rate Rating	:30	NM	1	\$250.00
Week: 10/29/12 11/04/121 1	\$250.00 1.80				
N 82 WISN 10/30/12 11/04/12 ET M-F Start Date End Date Weekdays Spots/Week	1230a-1a Rate Rating	:30	NM	1	\$100.00
Week: 10/29/12 11/04/121 1 N 83 WISN 10/30/12 11/04/12 KATIE COURIC	\$100.00 1.00				
Start Date End Date Weekdays Spots/Week	M-F 2-3P Rate Rating	:30	NM .	1	\$400.00
Week: 10/29/12 11/04/121 1 N 84 WISN 10/30/12 11/04/12 3-4p	\$400.00 1.20			_	
Start Date End Date Weekdays Spots/Week	3-4p <u>Rate</u> <u>Rating</u>	:30	NM	1	\$1,250.00
Week: 10/29/12 11/04/121 1 N 85 WISN 10/30/12 11/04/12 DR. OZ	\$1,250.00 2.80 4P-5P	.20			
Start Date End Date Weekdays Spots/Week	Rate Rating	:30	NM	1	\$750.00
Week: 10/29/12 11/04/121 1 N 86 WISN 10/30/12 11/04/12 News M-F 430a	\$750.00 2.90 430-5a	:30	NM	4	*450.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.50	NIVI	1	\$150.00
Week: 10/29/12 11/04/121 1 N 87 WISN 10/30/12 11/04/12 News M-F 5p	\$150.00 0.90 5-530pm	:30	NM	1	£1 900 00
Start Date	Rate Rating	.00	(414)	ı.	\$1,800.00
Week: 10/29/12 11/04/121 1 N 88 WISN 10/30/12 11/04/12 News M-F 5a	\$1,800.00 6.00 5-6A	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate Rating \$1,000,00 2,80			•	Ø1,000.00
N 89 WISN 10/30/12 11/04/12 News M-F 6p	6-630pm	:30	NM	1	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	Rate Rating \$3,500.00 6.70			•	40,000.00
N 90 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH		:30	MM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate Rating \$1,000.00 4.10			•	,335.00
		Totals	307.40	90	\$98,450.00
		. 5.310			. ,

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

10/10/12 / 10/10/12



	Contract / Revision 962675 /	Alt Order # 06368271
Contract Dates 10/30/12 - 11/05/12	Product AMERICAN CROSSRO	Estimate # 1142
Advertiser	Oriai	nal Date / Revision

American Crossroads

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/05/12	90	\$98,450.00	\$83,682.50
Totals	90	\$98,450.00	\$83,682.50

Signature:	Date:	

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof

 (b) The Station shall exercise normal precautions in handling or 	f property and mail, but assumes no liability for loss or damage to program or commercial
materials and other property furnished by the Agency in connection with broadcasts hereunder.	The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except after its prior approval.	, ,

- Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency falls to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Cross Roads Media 3704 W Lincoln Way Suite 293 Ames, IA 50014

CONTRACT

Contract / Revision Alt Order # 962675 06368271 Product AMERICAN CROSSROADS Contract Dates Estimate # 10/30/12 - 11/05/12 1142 Original Date / Revision Advertiser American Crossroads 10/29/12 / 10/29/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office HRP -Washingt WISN Will Hildebrandt Special Handling Demographic Adults 35+ Total Ratings 307.40 IDB# Advertiser Code Product Code 11 27 Agency Ref Advertiser Ref

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Rtn TypeSpots	Amount
1 WISN 10/30/12 11/04/12 DR. OZ ON	1a-2a	:30	NM 1	\$50.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$50.00 0.60			
2 WISN 10/30/12 11/04/12 Late News 10PM	10-1030p	:30	1	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.00	, , , , , , , , , , , , , , , , , , ,	φ5,000.00
Week: 10/29/12 11/04/121 1	\$3,000.00 8.20			
3 WISN 10/30/12 11/04/12 Late News 1030PM	1030p-11p	:30	NM 1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$1,500.00 5.10			
4 WISN 10/30/12 11/04/12 Nightline	11p-1130p	:30	NM 1	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.50	14/4	\$1,000.00
Week: 10/29/12 11/04/121 1	\$1,000.00 3.20			
5 WISN 10/30/12 11/04/12 Jimmy Kimmel	1130-1230a	:30	NM 1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> <u>Rating</u> \$400.00 1.80			
6 WISN 10/30/12 11/04/12 ANDERSON COOPER	M-F 11A-12P	:30	NM 1	6250.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.50	14141	\$250.00
Week: 10/29/12 11/04/121 1	\$250.00 1.80			
7 WISN 10/30/12 11/04/12 ET M-F	1230a-1a	:30	NM 1	\$100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$100.00 1.00			
8 WISN 10/30/12 11/04/12 KATIE COURIC	M-F 2-3P	:30	1	£400.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.50	14161	\$400.00
Week: 10/29/12 11/04/121 1	\$400.00 1.20			
9 WISN 10/30/12 11/04/12 3-4p	3-4p	:30	NM 1	\$1,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$1,250.00 2,80			
10 WISN 10/30/12 11/04/12 DR. OZ	4P-5P		A I I Z	
Start Date End Date Weekdays Spots/Week	Rate Rating	:30	NM 1	\$750.00
Week: 10/29/12 11/04/121 1	\$750.00 2.90			
11 WISN 10/30/12 11/04/12 News M-F 430a	430-5a	:30	NM 1	\$150.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Alt Order# Contract / Revision 962675 06368271 Contract Dates Product Estimate #

10/30/12 - 11/05/12 AMERICAN CROSSRO#1142

<u>Advertiser</u> Original Date / Revision 10/29/12 / 10/29/12 American Crossroads

*Line Ch Start Date End Date Description	Start/End Time Days	Spots/ Length Week	Rate Rtn TypeSr	ote	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate Rating \$150.00 0.90	Longin Week	Trate Pair Type of	70t3	Antount
12 WISN 10/30/12 11/04/12 News M-F 5p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	5-530pm <u>Rate</u> <u>Rating</u> \$1,800.00 6.00	:30	NM	1	\$1,800.00
13 WISN 10/30/12 11/04/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	5-6A <u>Rate</u> <u>Rating</u> \$1,000.00 2.80	:30	NM	1	\$1,000.00
14 WISN 10/30/12 11/04/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	6-630pm <u>Rate</u> <u>Rating</u> \$3,500.00 6.70	:30	NM	1	\$3,500.00
15 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH Start Date	A 9-10am <u>Rate</u> <u>Rating</u> \$1,000.00 4.10	:30	NM	1	\$1,000.00
16 WISN 11/05/12 11/05/12 DR. OZ ON Start Date	1a-2a <u>Rate</u> <u>Rating</u> \$50.00 0.60	:30	NM	1	\$50.00
17 WISN 11/05/12 11/05/12 Late News 10PM Start Date	10-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 8.20	:30	NM	1	\$3,000.00
18 WISN 11/05/12 11/05/12 Late News 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	1030p-11p <u>Rate</u> <u>Rating</u> \$1,500.00 5.10	:30	NM	1	\$1,500.00
19 WISN 11/05/12 11/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	11p-1130p <u>Rate</u> <u>Rating</u> \$1,000.00 3.20	:30	NM	1	\$1,000.00
20 WISN 11/05/12 11/05/12 Jimmy Kimmel Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	1130-1230a <u>Rate</u> <u>Rating</u> \$400.00 1.80	:30	NM	1	\$400.00
21 WISN 11/05/12 11/05/12 ANDERSON COOPER Start Date	M-F 11A-12P <u>Rate</u> <u>Rating</u> \$250.00 1.80	:30	NM	1	\$250.00
22 WISN 11/05/12 11/05/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	1230a-1a <u>Rate</u> <u>Rating</u> \$100.00 1.00	:30	NM	1	\$100.00
23 WISN 11/05/12 11/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	M-F 2-3P <u>Rate</u> <u>Rating</u> \$400.00 1.20	:30	NM	1	\$400.00
24 WISN 11/05/12 11/05/12 3-4p Start Date End Date Weekdays Spots/Week Week; 11/05/12 11/11/12 1 1	3-4p <u>Rate</u> <u>Rating</u> \$1,250.00 2.80	:30	NM	1	\$1,250.00
25 WISN 11/05/12 11/05/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	4P-5P <u>Rate</u> <u>Rating</u> \$750.00 2.90	:30	NM	1	\$750.00
26 WISN 11/05/12 11/05/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	430-5a <u>Rate</u> <u>Rating</u> \$150.00 0.90	:30	NM	1	\$150.00
27 WISN 11/05/12 11/05/12 News M-F 5p Start Date End Date Weekdays Spots/Week	5-530pm Rate Rating	:30	MM	1	\$1,800.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advence cancellation notice is required unless otherwise specified.



Alt Order # Contract / Revision 962675 06368271

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO#1142

Advertiser Original Date / Revision 10/29/12 / 10/29/12 American Crossroads

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			Spots/			
*Line Ch Start Date End Date Description	Start/End	Time Days	Length Week	Rate Rtn Types	Spots	Amount
Start Date End Date Weekdays Spots/V		Rating			,	
Week: 11/05/12 11/11/12 1 1		6.00				
28 WISN 11/05/12 11/05/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/V</u>	5-6A <u>Veek</u> <u>Rate</u>	Deting	:30	NM	1	\$1,000.00
	\$1,000.00	2.80				
29 WISN 11/05/12 11/05/12 News M-F 6p	6-630pm	·····	:30	NM	1	\$3,500.00
Start Date End Date Weekdays Spots/V	<u>Veek</u> Rate	Rating	.00	1,,,,,	•	Ψ0,000.00
Week: 11/05/12 11/11/12 1 1	\$3,500.00	6.70				
30 WISN 11/05/12 11/05/12 LIVE WITH KELLY &		,	:30	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/V</u> Week: 11/05/12 11/11/12 1 1		Rating 4.10				
31 WISN 11/05/12 11/05/12 Castle	Mon 9-10p	4.10	:30	MM	1	\$7 500 00
Start Date End Date Weekdays Spots/V		Rating	.50	14141	'	\$7,500.00
	\$7,500.00	16.70				
32 WISN 10/30/12 11/04/12 Late News Sa 10pm			:30	NM	1	\$850.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/V</u> Week: 10/29/12 11/04/121- 1	<u>Veek</u> <u>Rate</u> \$850.00	Rating				
****						_
33 WISN 10/30/12 11/04/12 INSIDE THE HUDDLE Start Date End Date Weekdays Spots/V		D 1035 Rating	:30	NM	1	\$250.00
Week: 10/29/12 11/04/121- 1						
34 WISN 10/30/12 11/04/12 Sa 458-6a	456-6AM		:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/V	<u>Veek</u> Rate	Rating			,	7400.00
	\$250.00	2.10				
35 WISN 10/30/12 11/04/12 News Sa 6p-630p		- ··	:30	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/V</u> Week: 10/29/12 11/04/121- 1		Rating 5.30				
36 WISN 10/30/12 11/04/12 BIG 12 SPORTS SAT			:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/V	• •	Rating	.00	140	'	Ψ500.00
Week: 10/29/12 11/04/121- 1	\$500.00	4.70				
37 WISN 10/30/12 11/04/12 News Sat 7-9a	7-9am		:30	MM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/V</u> Week; 10/29/12 11/04/121- 1	<u>Veek</u> <u>Rate</u> \$500.00	Rating 3.00				
38 WISN 10/30/12 11/04/12 Late News 10pm	10p-1030p	3.00	:30	NIKA	4	60 000 00
Start Date End Date Weekdays Spots/V	•	Rating	.30	NM	1	\$3,000.00
Week: 10/29/12 11/04/121 1						
39 WISN 10/30/12 11/04/12 Chris Matthews	*1030a-11a		:30	NM	1	\$150.00
Start Date End Date Weekdays Spots/V		Rating				
Week: 10/29/12 11/04/121 1	7,100,100	0.50				
40 WISN 10/30/12 11/04/12 Upfront Start Date End Date Weekdays Spots/V	11-1130p Vook Bate	Batina	:30	MM	1	\$200.00
Week: 10/29/12 11/04/121 1	\$200.00	Rating 2.20				
41 WISN 10/30/12 11/04/12 Su 458-6a	458-6AM	<u> </u>	:30	NM	1	\$200.00
Start Date End Date Weekdays Spots/V	<u>Veek Rate</u>	Rating			•	Ψ200.00
Week: 10/29/12 11/04/121 1	\$200.00	1.40				
42 WISN 10/30/12 11/04/12 News Sun 530pm	530-6p		:30	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/V</u> Week: 10/29/12 11/04/121 1	<u>Veek</u> <u>Rate</u> \$1,000.00					
43 WISN 10/30/12 11/04/12 Sun GMA		, 3.00	,20	h (a.g.		0400.00
Start Date End Date Weekdays Spots/V	6-7a Veek Rate	Rating	:30	NM	1	\$400.00
CONTROL CONTRO		i i i i i i i i i i i i i i i i i i i				

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Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSROA1142

<u>Advertiser</u> Original Date / Revision 10/29/12 / 10/29/12 American Crossroads

*Line Ch Start Date End Date Description	Start/End Time D	Spots/ ays Length Week	Rate Rtn TypeS	innte	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate Rating \$400.00 2.50	Longin Week	rate rai typec	pots	Amount
44 WISN 10/30/12 11/04/12 News Sun 7-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	7-9am <u>Rate</u> <u>Rating</u> \$400.00 3.30	:30	NM	1	\$400.00
45 WISN 10/30/12 11/04/12 DR. OZ ON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1a-2a <u>Rate</u> <u>Rating</u> \$50.00 0.60	:30	NM	1	\$50.00
46 WISN 10/30/12 11/04/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	10-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 8.20	:30	NM	1	\$3,000.00
47 WISN 10/30/12 11/04/12 Late News 1030PM Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	1030p-11p <u>Rate</u> <u>Rating</u> \$1,500.00 5.10	:30	NM	1	\$1,500.00
48 WISN 10/30/12 11/04/12 Nightline Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	11p-1130p <u>Rate</u> <u>Rating</u> \$1,000.00 3.20	:30	ММ	1	\$1,000.00
49 WISN 10/30/12 11/04/12 Jimmy Kimmel <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1130-1230a <u>Rate</u> <u>Rating</u> \$400.00 1.80	:30	NM	1	\$400.00
50 WISN 10/30/12 11/04/12 ANDERSON COOPER Start Date	M-F 11A-12P <u>Rate</u> <u>Rating</u> \$250.00 1.80	:30	NM	1	\$250.00
51 WISN 10/30/12 11/04/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1230a-1a <u>Rate</u> <u>Rating</u> \$100.00 1.00	:30	NM	1	\$100.00
52 WISN 10/30/12 11/04/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	M-F 2-3P <u>Rate</u> <u>Rating</u> \$400.00 1.20	:30	NM	1	\$400.00
53 WISN 10/30/12 11/04/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	3-4p Rate Rating \$1,250.00 2.80	:30	NM	1	\$1,250.00
54 WISN 10/30/12 11/04/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	4P-5P <u>Rate</u> <u>Rating</u> \$750.00 2.90	:30	NM	1	\$750.00
55 WISN 10/30/12 11/04/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	430-5a <u>Rate</u> <u>Rating</u> \$150.00 0.90	:30	ММ	1	\$150.00
56 WISN 10/30/12 11/04/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	5-530pm <u>Rate</u> <u>Rating</u> \$1,800.00 6.00	:30	MM	1	\$1,800.00
57 WISN 10/30/12 11/04/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	5-6A <u>Rate</u> <u>Rating</u> \$1,000.00 2.80	:30	NM	1	\$1,000.00
58 WISN 10/30/12 11/04/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	6-630pm <u>Rate</u> <u>Rating</u> \$3,500.00 6.70	:30	NM	1	\$3,500.00
59 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH Start Date End Date Weekdays Spots/Week		:30	NM	1	\$1,000.00

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity,



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 962675 06368271

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

<u>Advertiser</u> Original Date / Revision 10/29/12 / 10/29/12 American Crossroads

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		Spots/			
*Line Ch Start Date End Date Description	Start/End Time D	ays Length Week	Rate Rtn Types	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> <u>Rating</u> \$1,000.00 4.10				
60 WISN 10/30/12 11/04/12 DR. OZ ON Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	1a-2a <u>Rate</u> <u>Rating</u> \$50.00 0.60	:30	MM	1	\$50.00
61 WISN 10/30/12 11/04/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	10-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 8.20	:30	MM	1	\$3,000.00
62 WISN 10/30/12 11/04/12 Late News 1030PM Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	1030p-11p <u>Rate</u> <u>Rating</u> \$1,500.00 5.10	:30	NM	1	\$1,500.00
63 WISN 10/30/12 11/04/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	11p-1130p <u>Rate</u> <u>Rating</u> \$1,000.00 3.20	:30	NM	1	\$1,000.00
64 WISN 10/30/12 11/04/12 Jimmy Kimmel Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	1130-1230a <u>Rate</u> <u>Rating</u> \$400.00 1.80	:30	NM	1	\$400.00
65 WISN 10/30/12 11/04/12 ANDERSON COOPER Start Date	M-F 11A-12P <u>Rate</u> <u>Rating</u> \$250.00 1.80	:30	NM	1	\$250.00
66 WISN 10/30/12 11/04/12 ET M-F Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	1230a-1a <u>Rate</u> <u>Rating</u> \$100.00 1.00	:30	NM	1	\$100.00
67 WISN 10/30/12 11/04/12 KATIE COURIC Start Date	M-F 2-3P <u>Rate</u> <u>Rating</u> \$400.00 1.20	:30	NM	1	\$400.00
68 WISN 10/30/12 11/04/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	3-4p Rate Rating \$1,250.00 2.80	:30	NM	1	\$1,250.00
69 WISN 10/30/12 11/04/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	4P-5P <u>Rate</u> <u>Rating</u> \$750.00 2.90	:30	NM	1	\$750.00
70 WISN 10/30/12 11/04/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	430-5a <u>Rate</u> <u>Rating</u> \$150.00 0.90	:30	NM	1	\$150.00
71 WISN 10/30/12 11/04/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	5-530pm <u>Rate</u> <u>Rating</u> \$1,800.00 6.00	:30	NM	1	\$1,800.00
72 WISN 10/30/12 11/04/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	5-6A <u>Rate</u> <u>Rating</u> \$1,000.00 2.80	:30	NM	1	\$1,000.00
73 WISN 10/30/12 11/04/12 News M-F 6p Start Date	6-630pm <u>Rate</u> <u>Rating</u> \$3,500.00 6.70	:30	NM	1	\$3,500.00
74 WISN 10/30/12 11/04/12 *UpFront PrimeTime Start Date	*6-7P <u>Rate</u> <u>Rating</u> \$1,500.00 6.30	:30	МИ	1	\$1,500.00
75 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH, Start Date End Date Weekdays Spots/Week	A 9-10am <u>Rate</u> <u>Rating</u>	:30	MM	1	\$1,000.00

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Contract Dates Estimate # Product 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

Advertiser Original Date / Revision American Crossroads 10/29/12 / 10/29/12

		Spots/		
*Line Ch Start Date End Date Description		Length Week	Rate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> <u>Rating</u> \$1,000.00 4.10			
76 WISN 10/30/12 11/04/12 DR. OZ ON Start Date	1a-2a <u>Rate</u> <u>Rating</u> \$50.00 0.60	:30	NM 1	\$50.00
77 WISN 10/30/12 11/04/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	10-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 8.20	:30	NM 1	\$3,000.00
78 WISN 10/30/12 11/04/12 Late News 1030PM Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	1030p-11p <u>Rate</u> <u>Rating</u> \$1,500.00 5.10	:30	NM 1	\$1,500.00
79 WISN 10/30/12 11/04/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	11p-1130p <u>Rate</u> <u>Rating</u> \$1,000.00 3.20	:30	NM 1	\$1,000.00
80 WISN 10/30/12 11/04/12 Jimmy Kimmel <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1130-1230a <u>Rate</u> <u>Rating</u> \$400.00 1.80	:30	NM 1	\$400.00
81 WISN 10/30/12 11/04/12 ANDERSON COOPER Start Date	M-F 11A-12P <u>Rate</u> <u>Rating</u> \$250.00 1.80	:30	NM 1	\$250.00
82 WISN 10/30/12 11/04/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1230a-1a <u>Rate</u> <u>Ratinq</u> \$100.00 1.00	:30	NM 1	\$100.00
83 WISN 10/30/12 11/04/12 KATIE COURIC Start Date	M-F 2-3P <u>Rate</u> <u>Rating</u> \$400.00 1.20	:30	NM 1	\$400.00
84 WISN 10/30/12 11/04/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	3-4p <u>Rate</u> <u>Rating</u> \$1,250.00 2.80	:30	NM 1	\$1,250.00
85 WISN 10/30/12 11/04/12 DR. OZ Start Date	4P-5P <u>Rate</u> <u>Rating</u> \$750.00 2.90	:30	NM 1	\$750.00
86 WISN 10/30/12 11/04/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	430-5a <u>Rate</u> <u>Rating</u> \$150.00 0.90	:30	NM 1	\$150.00
87 WISN 10/30/12 11/04/12 News M-F 5p Start Date	5-530pm <u>Rate</u> <u>Rating</u> \$1,800.00 6.00	:30	NM 1	\$1,800.00
88 WISN 10/30/12 11/04/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	5-6A <u>Rate</u> <u>Rating</u> \$1,000.00 2.80	:30	NM 1	\$1,000.00
89 WISN 10/30/12 11/04/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	6-630pm <u>Rate</u> <u>Rating</u> \$3,500.00 6.70	:30	NM 1	\$3,500.00
90 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	A 9-10am <u>Rate</u> <u>Rating</u> \$1,000.00 4.10	:30	NM 1	\$1,000.00
N 91 WISN 10/30/12 11/02/12 News M-F 430a Start Date End Date Weekdays Spots/Week	430-5a <u>Rate</u> <u>Rating</u>	:30	NM 4	\$1,000.00

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Print Date 10/29/12



	Contract / Revision	Alt Order #		
	962675 /	06368271		
Contract Dates	Product	Estimate #		
10/30/12 - 11/05/12	AMERICAN CROSSRO	1142		
Advertiser	Orig	inal Date / Revision		
	1 4.	0/00/40 1 40/00/40		

www.wisit.com				American Cro	ssroads		10/29/12 /	10/29/12
	ate End Date De	`	Start/End T	ime Days <u>Rating</u>	Spots/ Length Week	Rate Rtn	Type Spots	Amount
	11/04/12WT		\$250.00	0.00				
					Totals	307.40	94	\$99,450.00
Time Period	# of Spots	Gross Amount	Net Amount					
10/29/12 -11/05/12	94	\$99,450.00	\$84,532.50	,				
Totals	94	\$99,450.00	\$84,532.50	1				
Signature:				Date:				

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (lii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcasts hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b)	The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia
materials and other property furnis	hed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except	

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

Page 1 of 9

CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Cross Roads Media 3704 W Lincoln Way Suite 293 Ames, IA 50014

	Contract / Re	vision	Alt Order #	Alt Order#		
	962675	/ 1	06368271	<u>.</u>		
	902073	<i>'</i> '	00306271			
<u>Product</u>						
AMERICAN CROSSROAD	S					
Contract Dates	Estimate #					
10/30/12 - 11/05/12	1142					
Advertiser			Original Date	/ Revision		
American Crossroads			10/30/12	/ 10/30/12		
	Billing Cycle	Billing Calendar		Cash/Trade		
	EOM/EOC	Broadcast		Cash		
	Station	Accou	nt Executive	Sales Office		
	WISN	Will Hi	ldebrandt	HRP -Washingto		
	Special Hand	ling				
	Demographic					
	Adults 35+					
				Total Ratings		
				307.40		
	IDB#	Advert	iser Code	Product Code		
		11		27		
		1		1		

Advertiser Ref

Print Date 10/30/12

Agency Ref

thing Ob Chat Data End Data Description		Spots/		
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Rtn TypeSpots	Amount
1 WISN 10/30/12 11/04/12 DR, OZ ON Start Date End Date Weekdays Spots/Week	1a-2a	:30	NM 1	\$50.00
Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$50.00 0.60			
2 WISN 10/30/12 11/04/12 Late News 10PM	10-1030p	:30	NM 1	\$3,000,00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	<u>Rate Rating</u> \$3,000.00 8.20		İ	,
3 WISN 10/30/12 11/04/12 Late News 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p <u>Rate</u> <u>Rating</u>	:30	NM 1	\$1,500.00
Week: 10/29/12 11/04/121 1	\$1,500.00 5.10			
4 WISN 10/30/12 11/04/12 Nightline	11p-1130p	:30	NM 1	\$1,000.00
Week: 10/29/12 11/04/121 Spots/Week	Rate Rating			,
	\$1,000.00 3.20			
5 WISN 10/30/12 11/04/12 Jimmy Kimmel Start Date End Date Weekdays Spots/Week	1130-1230a Rate Rating	:30	NM 1	\$400.00
Week: 10/29/12 11/04/121 1	\$400.00 1.80			
6 WISN 10/30/12 11/04/12 ANDERSON COOPER	M-F 11A-12P	:30	NM 1	\$250.00
Week; 10/29/12 11/04/121 Spots/Week	<u>Rate</u> <u>Rating</u> \$250.00 1.80			
7 WISN 10/30/12 11/04/12 ET M-F	1230a-1a	.00		
Start Date End Date Weekdays Spots/Week	Rate Rating	:30	NM 1	\$100.00
Week: 10/29/12 11/04/121 1	\$100.00 1.00			
8 WISN 10/30/12 11/04/12 KATIE COURIC	M-F 2-3P	:30	NM 1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$400.00 1.20			
9 WISN 10/30/12 11/04/12 3-4p	3-40	.00		
Start Date End Date Weekdays Spots/Week	3-4p Rate Rating	:30	NM 1	\$1,250.00
Week: 10/29/12 11/04/121 1	\$1,250.00 2.80			
10 WISN 10/30/12 11/04/12 DR. OZ	4P-5P	:30	NM 1	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	Rate Rating			
	\$750.00 2.90			
11 WISN 10/30/12 11/04/12 News M-F 430a	430-5a	:30	NM] 1	\$150.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict within



Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

Advertiser Original Date / Revision 10/30/12 / 10/30/12 American Crossroads

Snote/

			Spots/			
*Line Ch Start Date End Date Description	Start/End T	ime Da	ays Length Week	Rate Rtn Type	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$150.00	Rating 0.90				
12 WISN 10/30/12 11/04/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	5-530pm <u>Rate</u> \$1,800.00	Rating 6.00	:30	NM	1	\$1,800.00
13 WISN 10/30/12 11/04/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	5-6A	Rating 2.80	:30	NM	1	\$1,000.00
14 WISN 10/30/12 11/04/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	6-630pm <u>Rate</u> \$3,500.00	Rating 6.70	:30	NM	1	\$3,500.00
15 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1		Rating 4.10	:30	NM	1	\$1,000.00
16 WISN 11/05/12 11/05/12 DR. OZ ON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	1a-2a <u>Rate</u> \$50.00	Rating 0.60	:30	NM	1	\$50.00
17 WISN 11/05/12 11/05/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 11/05/12 11/11/12 1 1		Rating 8.20	:30	NM	1	\$3,000.00
18 WISN 11/05/12 11/05/12 Late News 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	1030p-11p <u>Rate</u> \$1,500.00	Rating 5.10	:30	NM	1	\$1,500.00
19 WISN 11/05/12 11/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	11p-1130p <u>Rate</u> \$1,000.00	Rating 3.20	:30	NM	1	\$1,000.00
20 WISN 11/05/12 11/05/12 Jimmy Kimmel Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	1130-1230a <u>Rate</u> \$400.00	Rating 1.80	:30	NM	1	\$400.00
21 WISN 11/05/12 11/05/12 ANDERSON COOPER Start Date	M-F 11A-12F <u>Rate</u> \$250.00	Rating 1.80	:30	NM	1	\$250.00
22 WISN 11/05/12 11/05/12 ET M-F Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	1230a-1a <u>Rate</u> \$100.00	Rating 1.00	:30	NM	1	\$100.00
23 WISN 11/05/12 11/05/12 KATIE COURIC Start Date	M-F 2-3P <u>Rate</u> \$400.00	Rating 1.20	:30	NM	1	\$400.00
24 WISN 11/05/12 11/05/12 3-4p Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	3-4p <u>Rate</u> \$1,250.00	Rating 2.80	:30	NM	1	\$1,250.00
25 WISN 11/05/12 11/05/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	4P-5P <u>Rate</u> \$750.00	Rating 2.90	:30	NM	1	\$750.00
26 WISN 11/05/12 11/05/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	430-5a <u>Rate</u> \$150.00	Rating 0.90	:30	NM	1	\$150.00
27 WISN 11/05/12 11/05/12 News M-F 5p Start Date End Date Weekdays Spots/Week	5-530pm <u>Rate</u>	Rating	:30	NM	1	\$1,800.00

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO/1142

Advertiser Original Date / Revision 10/30/12 **American Crossroads** / 10/30/12

*Line Ch Start Date End Date Description	Start/End Time Days	Spots/ Length Week	Rate Rtn TypeSp	ofs	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	Rate Rating \$1,800.00 6.00		Tate Har Type op		Antount
28 WISN 11/05/12 11/05/12 News M-F 5a	5-6A	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	Rate Rating \$1,000.00 2.80				
29 WISN 11/05/12 11/05/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	6-630pm <u>Rate</u> Rating	:30	NM	1	\$3,500.00
Week: 11/05/12 11/11/12 1 1	\$3,500.00 6.70	****			
30 WISN 11/05/12 11/05/12 LIVE WITH KELLY & MICH Start Date	IA 9-10am <u>Rate</u> <u>Rating</u> \$1,000.00 4.10	:30	NM	1	\$1,000.00
31 WISN 11/05/12 11/05/12 Castle <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	Mon 9-10p <u>Rate</u> <u>Rating</u> \$7,500.00 16.70	:30	NM	1	\$7,500.00
32 WISN 10/30/12 11/04/12 Late News Sa 10pm Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1	10-1035p <u>Rate</u> <u>Rating</u> \$850.00 2.80	:30	NM	1	\$850.00
33 WISN 10/30/12 11/04/12 INSIDE THE HUDDLE Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1	INSIDE HUD 1035 Rate Rating \$250.00 1.30	:30	NM	1	\$250.00
34 WISN 10/30/12 11/04/12 Sa 458-6a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	456-6AM	:30	NM	1	\$250.00
35 WISN 10/30/12 11/04/12 News Sa 6p-630p Start Date	6-630pm <u>Rate</u> <u>Rating</u> \$1,000.00 5.30	:30	NM	1	\$1,000.00
36 WISN 10/30/12 11/04/12 BIG 12 SPORTS SATURDA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1	A\630-7p, 6-630p <u>Rate</u> <u>Rating</u> \$500.00 4.70	:30	NM	1	\$500.00
37 WISN 10/30/12 11/04/12 News Sat 7-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1	7-9am <u>Rate</u> <u>Rating</u> \$500.00 3.00	:30	NM	1	\$500.00
38 WISN 10/30/12 11/04/12 Late News 10pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	10p-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 6.80	:30	MM	1	\$3,000.00
39 WISN 10/30/12 11/04/12 Chris Matthews <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	*1030a-11a <u>Rate</u> <u>Rating</u> \$150.00 0.50	:30	NM	1	\$150.00
40 WISN 10/30/12 11/04/12 Upfront Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	11-1130p <u>Rate</u> <u>Rating</u> \$200.00 2.20	:30	NM	1	\$200.00
41 WISN 10/30/12 11/04/12 Su 458-6a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	458-6AM <u>Rate</u> <u>Rating</u> \$200.00 1.40	:30	NM	1	\$200.00
42 WISN 10/30/12 11/04/12 News Sun 530pm Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	530-6p <u>Rate</u> <u>Rating</u> \$1,000.00 3.00	:30	МИ	1	\$1,000.00
43 WISN 10/30/12 11/04/12 Sun GMA Start Date End Date Weekdays Spots/Week	6-7a Rate Rating	:30	NM	1	\$400.00

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Start Date

WISN 10/30/12

WISN 10/30/12

Start Date

WISN 10/30/12

WISN 10/30/12

WISN 10/30/12

WISN 10/30/12

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Start Date

58 WISN 10/30/12

59 WISN 10/30/12

Start Date

Week: 10/29/12

Start Date

Start Date

Start Date

Start Date

Start Date

Start Date

Week: 10/29/12

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Weekdays

<u>Weekdays</u>

<u>Weekdays</u>

Weekdays

Weekdays

Weekdays

<u>Weekdays</u>

Weekdays

---1---

ANDERSON COOPER

Spots/Week

1

---1---

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Ch Start Date End Date Description

11/04/12

11/04/12

11/04/12

11/04/12

11/04/12

11/04/12

11/04/12

11/04/12

11/04/12

End Date

11/04/12

End Date

News M-F 6p

Spots/Week

1

Spots/Week

LIVE WITH KELLY & MICHA 9-10am

Weekdays 4 1

Weekdays

---1---

End Date

11/04/12

End Date

11/04/12

End Date

11/04/12

End Date

11/04/12

End Date

11/04/12

End Date

11/04/12

End Date

11/04/12

End Date

11/04/12

Contract / Revision Alt Order # 962675 06368271

NM

NM

NM

1

\$250.00

\$3,500.00

\$1,000.00

Contract Dates Product Estimate # AMERICAN CROSSRO/1142 10/30/12 - 11/05/12

<u>Advertiser</u> Original Date / Revision 10/30/12 American Crossroads / 10/30/12

Spots/

Description		Start/End T	ime Days	s Length Week	Rate Rtn Type	Spots	Amount
Veekdays 1	Spots/Week 1	<u>Rate</u> \$400.00	Rating 2.50			-	
News Sun 7-9 Veekdays 1	a <u>Spots/Week</u> 1	7-9am <u>Rate</u> \$400.00	Rating 3.30	:30	MM	1	\$400.00
DR. OZ ON Veekdays 1	Spots/Week 1	1a-2a <u>Rate</u> \$50.00	Rating 0.60	:30	NM	1	\$50.00
Late News 10I Veekdays 1	PM <u>Spots/Week</u> 1	10-1030p <u>Rate</u> \$3,000.00	Rating 8.20	:30	NM	1	\$3,000.00
Late News 103 Veekdays 1	30PM <u>Spots/Week</u> 1	1030p-11p <u>Rate</u> \$1,500.00	Rating 5.10	:30	NM	1	\$1,500.00
Nightline Veekdays 1	Spots/Week 1	11p-1130p <u>Rate</u> \$1,000.00	Rating 3.20	:30	NM	1	\$1,000.00
Jimmy Kimme Veekdays <u>\$</u> 1	l <u>Spots/Week</u> 1	1130-1230a <u>Rate</u> \$400.00	Rating 1.80	:30	NM	1	\$400.00

:30

:30

:30

WISN 10/30/12 11/04/12 ET M-F 1230a-1a :30 NM 1 \$100.00 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ---1---\$100.00 1 1.00 WISN 10/30/12 11/04/12 KATIE COURIC M-F 2-3P :30 NM \$400.00 Start Date End Date <u>Weekdays</u> Spots/Week <u>Rate</u> Rating Week: 10/29/12 11/04/12 ---1---1 \$400.00 1.20 53 WISN 10/30/12 11/04/12 3-4p 3-4p :30 NM 1 \$1,250.00 Start Date **End Date Weekdays** Spots/Week <u>Rate</u> Rating Week: 10/29/12 11/04/12 ---1---\$1,250.00 1 2.80 54 WISN 10/30/12 11/04/12 DR. OZ 4P-5P :30 NM 1 \$750.00 Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 10/29/12 11/04/12 ---1---\$750.00 1 2.90 55 WISN 10/30/12 11/04/12 News M-F 430a 430-5a :30 NM \$150.00 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ---1---1 \$150.00 56 WISN 10/30/12 11/04/12 News M-F 5p 5-530pm :30 NM \$1,800.00 Start Date Weekdays **End Date** Spots/Week Rate Rating Week: 10/29/12 11/04/12 ---1---6.00 1 \$1,800.00 WISN 10/30/12 11/04/12 News M-F 5a 5-6A :30 NM 1 \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 \$1,000.00 1 2.80

M-F 11A-12P

\$250.00

<u>Rate</u>

Rating

1.80

(* Line Transactions: N = New, E = Edited, D = Deleted)

Rate Rating

Rating

6.70

6-630pm

Rate

\$3,500.00

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Start Date

72 WISN 10/30/12

73 WISN 10/30/12

74 WISN 10/30/12

Start Date

Start Date

Week: 10/29/12

Week: 10/29/12

Week: 10/29/12

Week: 10/29/12

End Date

11/04/12

End Date

11/04/12

End Date

11/04/12

11/04/12

Start Date End Date

11/04/12

11/04/12

11/04/12

Weekdays

Weekdays

<u>Weekdays</u>

Weekdays

-1----

-1----

News M-F 5a

News M-F 6p

*UpFront PrimeTime

-1----

Spots/Week

1

Spots/Week

1

Spots/Week

Spots/Week

1

759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 962675 06368271

Contract Dates <u>Product</u> Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

<u>Advertiser</u> Original Date / Revision American Crossroads 10/30/12 / 10/30/12

Spots/

:30

:30

:30

NM

NM

NM

2

\$1,000.00

\$3,500.00

\$1,500.00

*Line Ch Start Date End Date Description	Start/End Time Days	Spoisi	Data Din Tura Custa	
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1		Length Week	Rate Rtn TypeSpots	Amount
60 WISN 10/30/12 11/04/12 DR. OZ ON Start Date	1a-2a <u>Rate</u> <u>Rating</u> \$50.00 0.60	:30	NM 1	\$50.00
61 WISN 10/30/12 11/04/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	10-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 8.20	:30	NM 1	\$3,000.00
62 WISN 10/30/12 11/04/12 Late News 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	1030p-11p <u>Rate</u> <u>Rating</u> \$1,500.00 5.10	:30	NM 1	\$1,500.00
63 WISN 10/30/12 11/04/12 Nightline Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	11p-1130p <u>Rate</u> <u>Rating</u> \$1,000.00 3.20	:30	NM 1	\$1,000.00
64 WISN 10/30/12 11/04/12 Jimmy Kimmel <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	1130-1230a <u>Rate</u> <u>Rating</u> \$400.00 1.80	:30	NM 1	\$400.00
65 WISN 10/30/12 11/04/12 ANDERSON COOPER Start Date	M-F 11A-12P <u>Rate</u> <u>Rating</u> \$250.00 1.80	:30	NM 1	\$250.00
66 WISN 10/30/12 11/04/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	1230a-1a <u>Rate</u> <u>Rating</u> \$100.00 1.00	:30	NM 1	\$100.00
67 WISN 10/30/12 11/04/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	M-F 2-3P <u>Rate</u> <u>Rating</u> \$400.00 1.20	:30	NM 1	\$400.00
68 WISN 10/30/12 11/04/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	3-4p Rate Rating \$1,250.00 2.80	:30	NM 1	\$1,250.00
69 WISN 10/30/12 11/04/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	4P-5P <u>Rate</u> <u>Rating</u> \$750.00 2.90	:30	NM 1	\$750.00
70 WISN 10/30/12 11/04/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	430-5a <u>Rate</u> <u>Rating</u> \$150.00 0.90	:30	NM 1	\$150.00
71 WISN 10/30/12 11/04/12 News M-F 5p	5-530pm	:30	NM 1	\$1,800.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Rate

Rate

Rate

\$1,800.00

\$1,000.00

\$3,500.00

\$1,500.00

6-630pm

*6-7P

5-6A

Rating

Rating

Rating

Rating

6.30

6.70

2.80

6.00

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 962675 / 1 06368271

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSROA1142

<u>Advertiser</u> Original Date / Revision 10/30/12 / 10/30/12 American Crossroads

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time		Rate Rtn TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	<u>Rate</u> <u>Ratir</u> Start/End Time	<u>iq</u> Weekdays Length	Rate Rtg Type		
1 WISN 10/29/12-11/04/12 *UpFront PrimeTime	*6-7P		00.00 6.30 NM		
See MG 74.2,74.3					
2 WISN 11/03/12-11/03/12 BIG 12 SPORTS SATURD M MG for 74.1 10/30	AY630-7p, 6-630p	Sa :30 \$1,0	00.00 3.30 NM		
3 WISN 11/03/12-11/03/12 INSIDE THE HUDDLE	INSIDE HUD 1035	5Sa :30 \$5	00.00 3.00 NM		
→ MG for 74.1 10/30					
75 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH Start Date End Date Weekdays Spots/Week		:30	MM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> <u>Ratir</u> \$1,000.00 4.1				
76 WISN 10/30/12 11/04/12 DR. OZ ON	1a-2a	:30	NM	1	\$50.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> <u>Ratir</u> \$50.00 0.6				
77 WISN 10/30/12 11/04/12 Late News 10PM	10-1030p	:30	NM	1	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate Ratir \$3,000.00 8.2				,
78 WISN 10/30/12 11/04/12 Late News 1030PM	1030p-11p	:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate Ratir				41,000.00
Week: 10/29/12 11/04/121 1 79 WISN 10/30/12 11/04/12 Nightline	\$1,500.00 5.1				
Start Date End Date Weekdays Spots/Week	11p-1130p <u>Rate</u> Ratir	:30	NM	1	\$1,000.00
Week: 10/29/12 11/04/121 1	\$1,000.00 3.2				
80 WISN 10/30/12 11/04/12 Jimmy Kimmel	1130-1230a	:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> <u>Ratir</u> \$400.00 1.8				
81 WISN 10/30/12 11/04/12 ANDERSON COOPER	M-F 11A-12P	:30	NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	<u>Rate Ratir</u> \$250.00 1.8				
82 WISN 10/30/12 11/04/12 ET M-F	1230a-1a	:30	NM	1	\$100.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> <u>Ratir</u>	<u>ng</u>	73101	,	\$100.00
Week: 10/29/12 11/04/121 1	\$100.00 1.0				
83 WISN 10/30/12 11/04/12 KATIE COURIC Start Date End Date Weekdays Spots/Week	M-F 2-3P Rate Ratir	:30	NM	1	\$400.00
Week: 10/29/12 11/04/121 1	\$400.00 1.2				
84 WISN 10/30/12 11/04/12 3-4p	3-4p	:30	NM	1	\$1,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/29/12 11/04/121 1	<u>Rate</u> <u>Ratir</u> \$1,250.00 2.8				
85 WISN 10/30/12 11/04/12 DR. OZ	4P-5P	:30	NM	1	<u> የ</u> ፖደር በር
Start Date End Date Weekdays Spots/Week	Rate Ratir	<u>ng</u>	14141	,	\$750.00
Week: 10/29/12 11/04/121 1	\$750.00 2.9				
86 WISN 10/30/12 11/04/12 News M-F 430a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	430-5a <u>Rate</u> <u>Ratir</u>	:30	NM	1	\$150.00
Week: 10/29/12 11/04/121 1	\$150.00 0.9				
87 WISN 10/30/12 11/04/12 News M-F 5p	5-530pm	:30	NM	1	\$1,800.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate Ratir</u> \$1,800.00 6.0				
88 WISN 10/30/12 11/04/12 News M-F 5a	5-6A	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> Ratir		*****	'	Ψ1,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 962675 / 1 06368271

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

<u>Advertiser</u> Original Date / Revision 10/30/12 / 10/30/12 **American Crossroads**

*Line Ch Start [Date End Da	ate Description	on	Start/End T	ime Days	Spots/ Length Week	Rate Rtn	Type 9	Spots	Amount
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$1,000.00	Rating 2.80					
89 WISN 10/30/ <u>Start Date</u> Week: 10/29/12	12 11/04/1 <u>End Date</u> 11/04/12	2 News M-F <u>Weekdays</u> 1	6p <u>Spots/Week</u> 1	6-630pm <u>Rate</u> \$3,500.00	Rating 6.70	:30		NM	1	\$3,500.00
90 WISN 10/30/ <u>Start Date</u> Week: 10/29/12	12 11/04/1 <u>End Date</u> 11/04/12	2 LIVE WITH Weekdays 1	HKELLY & MICH Spots/Week 1	A 9-10am <u>Rate</u> \$1,000.00	Rating 4.10	:30		NM	1	\$1,000.00
91 WISN 10/30/ Start Date Week: 10/29/12	12 11/02/1 End Date 11/04/12	2 News M-F <u>Weekdays</u> WTF	430a <u>Spots/Week</u> 4	430-5a <u>Rate</u> \$250.00	Rating 0.00	:30		NM	4	\$1,000.00
						Total	s 307.40		95	\$99,450.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/05/12	95	\$99,450.00	\$84,532.50
Totals	95	\$99,450.00	\$84,532.50

Signature:		Date	3 1
			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

BILLING AND PAYMENTS

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency and Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. **TERMINATION**

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) If Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7,

OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonable substitute date and time, and agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

PREEMPTIONS 4.

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

FIXED RATE PURCHASES 5.

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

CONSEQUENTIAL DAMAGES 8.

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. **GENERAL**

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the face hereof.

(b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia
materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except after its prior approval.

Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.

(d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

NM

1

\$150.00

CONTRACT



N 11 WISN 10/30/12

11/04/12

News M-F 430a

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Cross Roads Media 3704 W Lincoln Way Suite 293 Ames, IA 50014

	Contract / Rev	<u>vision</u>		Alt Order #	
	962675	/ 2		06368271	
Product				· · · · · · · · · · · · · · · · · · ·	
AMERICAN CROSSROAD	S				
Contract Dates	Estimate #	•			
10/30/12 - 11/05/12	1142				
<u>Advertiser</u>			Or	iginal Date /	Revision
American Crossroads			1	1/01/12	/ 11/01/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broadcast		:	Cash
	<u>Station</u>	Accou	nt E	xecutive	Sales Office
	WISN	Will Hi	ldel	orandt	HRP -Washingt
	Special Hand	ling			
	Demographic			**	
	Adults 35+				
					Total Ratings
					307.40
	IDB#	Advert	iser	Code	Product Code
		11			27
	Agency Ref			Advertiser	Ref

Spots/

:30

*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Rtn TypeSpots Amount WISN 10/30/12 11/04/12 DR. OZ ON 1a-2a NM \$50.00 Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating Week: 10/29/12 11/04/12 ----1--\$50.00 0.60 WISN 10/30/12 11/04/12 Late News 10PM 10-1030p :30 NM 1 \$3,000.00 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 \$3,000.00 11/04/12 ----1---8.20 WISN 10/30/12 11/04/12 Late News 1030PM 1030p-11p :30 NM \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 \$1,500.00 --1--1 5.10 WISN 10/30/12 11/04/12 Nightline 11p-1130p :30 NM 1 \$1,000.00 Start Date Weekdays **End Date** Spots/Week <u>Rate</u> Rating Week: 10/29/12 11/04/12 ----1--\$1,000.00 WISN 10/30/12 11/04/12 Jimmy Kimmel 1130-1230a :30 NM 1 \$400.00 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ----1--\$400.00 1,80 WISN 10/30/12 11/04/12 ANDERSON COOPER M-F 11A-12F :30 NM 1 \$250.00 Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/29/12 11/04/12 \$250.00 1.80 1 WISN 10/30/12 11/04/12 ET M-F 1230a-1a :30 NM \$100.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate Rating Week: 10/29/12 11/04/12 ----1--\$100.00 1 1.00 WISN 10/30/12 11/04/12 KATIE COURIC M-F 2-3P :30 NM 1 \$400.00 Start Date End Date Spots/Week Weekdays Rating Rate Week: 10/29/12 11/04/12 ----1--\$400.00 1 1.20 WISN 10/30/12 3-4p 11/04/12 3-4p :30 NM 1 \$1,250.00 Start Date Weekdays **End Date** Spots/Week Rating Rate Week: 10/29/12 11/04/12 ----1--\$1,250.00 1 2.80 10 WISN 10/30/12 DR. OZ 11/04/12 4P-5P :30 NM \$750.00 Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/29/12 11/04/12 ----1--\$750.00 2.90

(* Line Transactions: N = New, E = Edited, D = Deleted)

430-5a

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

Advertiser Original Date / Revision 11/01/12 / 11/01/12 American Crossroads

*Line Ch Start Date End Date Description	Stort/End Ti	ima Dava	Spots/	D-4- D4-	T O		
Start Date End Date Weekdays Spots/Week	Start/End Ti	Rating	Length Week	Rate Rtn	TypeSpo	ots	Amount
Week: 10/29/12 11/04/121 1 <u>Spot Ch Date Range Description</u>	\$150.00 Start/End Tir	0.90 me Weekda	ays Length	Rate Rto	т Туре		
1 WISN 10/29/12-11/04/12 News M-F 430a	430-5a			\$150.00 0.9			
See MG 11.2 2 WISN 11/02/12-11/02/12 Good Morning America	7-9a		F :30	\$150.00 0.9	NM C		
⊕ MG for 11.1 11/02							
12 WISN 10/30/12 11/04/12 News M-F 5p Start Date End Date Weekdays Spots/Week	5-530pm Rate	Rating	:30		NM	1	\$1,800.00
Week: 10/29/12 11/04/121 1	\$1,800.00	6.00					
13 WISN 10/30/12 11/04/12 News M-F 5a Start Date End Date Weekdays Spots/Week	5-6A	Detino	:30		NM	1	\$1,000.00
Week: 10/29/12 End Date Weekdays Spots/Week 11/04/121 1	<u>Rate</u> \$1,000.00	Rating 2.80					
14 WISN 10/30/12 11/04/12 News M-F 6p Start Date End Date Weekdays Spots/Week	6-630pm	D-1'	:30		NM	1	\$3,500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$3,500.00	Rating 6.70					
15 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICHA			:30		NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1	<u>Rate</u> \$1,000.00	Rating 4.10					
16 WISN 11/05/12 11/05/12 DR. OZ ON	1a-2a		:30		NM	1	\$50.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$50.00	Rating 0.60					
17 WISN 11/05/12 11/05/12 Late News 10PM	10-1030p		:30	***************************************	NM	1	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$3,000.00	Rating 8.20					
18 WISN 11/05/12 11/05/12 Late News 1030PM	1030p-11p		:30	*****	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$1,500.00	Rating 5.10					
19 WISN 11/05/12 11/05/12 Nightline Start Date End Date Weekdays Spots/Week	11p-1130p Rate	Rating	:30	1 1 2 111 111	NM	1	\$1,000.00
Week: 11/05/12 11/11/12 1 1	\$1,000.00	3,20					
20 WISN 11/05/12 11/05/12 Jimmy Kimmel Start Date End Date Weekdays Spots/Week	1130-1230a	Dation	:30		NM	1	\$400.00
Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$400.00	Rating 1.80					
21 WISN 11/05/12 11/05/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week	M-F 11A-12P		:30	· ************************************	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$250.00	Rating 1.80					
22 WISN 11/05/12 11/05/12 ET M-F	1230a-1a		:30		NM	1	\$100.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	\$100.00	Rating 1.00					
23 WISN 11/05/12 11/05/12 KATIE COURIC Start Date End Date Weekdays Spots/Week	M-F 2-3P	D-#	:30		NM	1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$400.00	Rating 1.20					
24 WISN 11/05/12 11/05/12 3-4p Start Date End Date Weekdays Spots/Week	3-4p	- ·	:30		NM	1	\$1,250.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$1,250.00	Rating 2.80					
25 WISN 11/05/12 11/05/12 DR. OZ	4P-5P	5 4	:30		NM	1	\$750.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$750.00	Rating 2.90					

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Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

Advertiser Original Date / Revision 11/01/12 / 11/01/12 American Crossroads

*Line Ch Start Date End Date Description	Start/End Time Days	Spots/ Length Week	Rate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week	Rate Rating			
26 WISN 11/05/12 11/05/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	430-5a <u>Rate</u> <u>Rating</u> \$150.00 0.90	:30	N M 1	\$150.00
27 WISN 11/05/12 11/05/12 News M-F 5p Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	5-530pm <u>Rate</u> <u>Rating</u> \$1,800.00 6.00	:30	NM 1	\$1,800.00
28 WISN 11/05/12 11/05/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	5-6A <u>Rate</u> <u>Rating</u> \$1,000.00 2.80	:30	NM 1	\$1,000.00
29 WISN 11/05/12 11/05/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	6-630pm <u>Rate</u> <u>Rating</u> \$3,500.00 6.70	:30	NM 1	\$3,500.00
30 WISN 11/05/12 11/05/12 LIVE WITH KELLY & MICH, Start Date	A 9-10am <u>Rate</u> <u>Rating</u> \$1,000.00 4.10	:30	NM 1	\$1,000.00
31 WISN 11/05/12 11/05/12 Castle <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	Mon 9-10p <u>Rate</u> <u>Rating</u> \$7,500.00 16.70	:30	NM 1	\$7,500.00
32 WISN 10/30/12 11/04/12 Late News Sa 10pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	10-1035p <u>Rate</u> <u>Rating</u> \$850.00 2.80	:30	NM 1	\$850.00
33 WISN 10/30/12 11/04/12 INSIDE THE HUDDLE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1	INSIDE HUD 1035 <u>Rate</u> <u>Rating</u> \$250.00 1.30	:30	NM 1	\$250.00
34 WISN 10/30/12 11/04/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1	456-6AM <u>Rate</u> <u>Rating</u> \$250.00 2.10	:30	NM 1	\$250.00
35 WISN 10/30/12 11/04/12 News Sa 6p-630p Start Date	6-630pm <u>Rate</u> <u>Rating</u> \$1,000.00 5.30	:30	NM 1	\$1,000.00
36 WISN 10/30/12 11/04/12 BIG 12 SPORTS SATURDA Start Date	A1630-7p, 6-630p <u>Rate</u> <u>Rating</u> \$500.00 4.70	:30	NM 1	\$500.00
37 WISN 10/30/12 11/04/12 News Sat 7-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121- 1	7-9am <u>Rate</u> <u>Rating</u> \$500.00 3.00	:30	NM 1	\$500.00
38 WISN 10/30/12 11/04/12 Late News 10pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	10p-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 6.80	:30	NM 1	\$3,000.00
39 WISN 10/30/12 11/04/12 Chris Matthews <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/29/12 11/04/121 1	*1030a-11a <u>Rate</u> <u>Rating</u> \$150.00 0.50	:30	NM 1	\$150.00
40 WISN 10/30/12 11/04/12 Upfront <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/29/12 11/04/121 1	11-1130p <u>Rate</u> <u>Rating</u> \$200.00 2.20	:30	NM 1	\$200.00
41 WISN 10/30/12 11/04/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	458-6AM <u>Rate</u> <u>Rating</u> \$200.00 1.40	:30	NM 1	\$200.00

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specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

Advertiser Original Date / Revision 11/01/12 / 11/01/12 American Crossroads

*Line Ch Start Date End Date Description	Start/End Time Days	Spots/ Length Week	Rate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week	Rate Rating			
42 WISN 10/30/12 11/04/12 News Sun 530pm	530-6p	:30	NM 1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	Rate Rating \$1,000.00 3.00			
43 WISN 10/30/12 11/04/12 Sun GMA	6-7a	.00		
Start Date End Date Weekdays Spots/Week	Rate Rating	:30	NM 1	\$400.00
Week: 10/29/12 11/04/121 1	\$400.00 2.50			
44 WISN 10/30/12 11/04/12 News Sun 7-9a	7-9am	:30	NM 1	\$400.00
Start Date End Date Weekdays Spots/Week	Rate Rating			+
Week: 10/29/12 11/04/121 1	\$400.00 3.30			
45 WISN 10/30/12 11/04/12 DR. OZ ON Start Date End Date Weekdays Spots/Week	1a-2a	:30	NM 1	\$50.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$50.00 0.60			
46 WISN 10/30/12 11/04/12 Late News 10PM	10-1030p	:30	NM 1	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.00	14141	Ψ5,000.00
Week: 10/29/12 11/04/121 1	\$3,000.00 8.20			
47 WISN 10/30/12 11/04/12 Late News 1030PM	1030p-11p	:30	NM 1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$1,500.00 5.10			
48 WISN 10/30/12 11/04/12 Nightline	11p-1130p	.30	NIA 4	04 000 00
Start Date End Date Weekdays Spots/Week	Rate Rating	:30	NM 1	\$1,000.00
Week: 10/29/12 11/04/121 1	\$1,000.00 3.20			
49 WISN 10/30/12 11/04/12 Jimmy Kimmel	1130-1230a	:30	NM 1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	Rate Rating			,
	\$400.00 1.80	***************************************		
50 WISN 10/30/12 11/04/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week	M-F 11A-12P	:30	NM 1	\$250.00
Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Ratinq</u> \$250.00 1.80			
51 WISN 10/30/12 11/04/12 ET M-F	1230a-1a	:30	NM 1	\$100.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.00	, wa	φ100.00
Week: 10/29/12 11/04/121 1	\$100.00 1.00			
52 WISN 10/30/12 11/04/12 KATIE COURIC	M-F 2-3P	:30	NM 1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> <u>Rating</u> \$400.00 1.20			
53 WISN 10/30/12 11/04/12 3-4p	3-4p	:30	N1N# 4	*4.050.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.30	NM 1	\$1,250.00
Week: 10/29/12 11/04/121 1	\$1,250.00 2.80			
54 WISN 10/30/12 11/04/12 DR. OZ	4P-5P	:30	NM 1	\$750.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate Rating			
	\$750.00 2.90			
55 WISN 10/30/12 11/04/12 News M-F 430a Start Date End Date Weekdays Spots/Week	430-5a Rate Rating	:30	NM 1	\$150.00
Week: 10/29/12 11/04/121 1	\$150.00 0.90			
56 WISN 10/30/12 11/04/12 News M-F 5p	5-530pm	:30	NM 1	\$1,800.00
Start Date End Date Weekdays Spots/Week	Rate Rating			41,000.00
Week: 10/29/12 11/04/121 1	\$1,800.00 6.00			
57 WISN 10/30/12 11/04/12 News M-F 5a	5-6A	:30	NM 1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	<u>Rate</u> <u>Rating</u> \$1,000.00 2.80			
<u>-</u> '	+ 1,000.00		Į	

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Contract / Revision Alt Order# 962675 06368271 / 2

Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO/1142

<u>Advertiser</u> Original Date / Revision 11/01/12 / 11/01/12 American Crossroads

*Line Ch Start Date End Date Description		Start/End Ti	ime Days	Spots/ s Length Week	Rate Rtn Types	Spots	Amount
Start Date <u>End Date</u> <u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				
58 WISN 10/30/12 11/04/12 News M-F 6p		6-630pm		:30	NM	1	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/121	Spots/Week	Rate	Rating				
	1	\$3,500.00	6.70				
59 WISN 10/30/12 11/04/12 LIVE WITH KI				:30	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/121	Spots/Week 1	Rate \$1,000.00	Rating 4.10				
60 WISN 10/30/12 11/04/12 DR, OZ ON			4.10	.00			
	Spots/Week	1a-2a Rate	Rating	:30	NM	1	\$50.00
Week: 10/29/12 11/04/12 -1	1	\$50.00	0.60				
61 WISN 10/30/12 11/04/12 Late News 10	РM	10-1030p	 	:30	NM	1	\$3,000.00
Start Date End Date Weekdays	Spots/Week		Rating	700	, , , , , ,	•	φ5,000.00
Week: 10/29/12 11/04/12 -1	1	\$3,000.00	8.20				
62 WISN 10/30/12 11/04/12 Late News 10	30PM	1030p-11p		:30	NM	1	\$1,500.00
	Spots/Week	Rate	Rating				
Week: 10/29/12 11/04/12 -1	1	\$1,500.00	5.10				
63 WISN 10/30/12 11/04/12 Nightline		11p-1130p		:30	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/12 -1	Spots/Week 1	Rate \$1,000.00	Rating 3.20		ŀ		
			3.20				
64 WISN 10/30/12 11/04/12 Jimmy Kimme <u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	spots/Week	1130-1230a <u>Rate</u>	Rating	:30	NM	1	\$400.00
Week: 10/29/12 11/04/12 -1	<u> </u>	\$400.00	1.80				
65 WISN 10/30/12 11/04/12 ANDERSON (COOPER	M-F 11A-12P		:30	NM	1	\$250.00
	Spots/Week		Rating	.00	14141	•	φ250.00
Week; 10/29/12 11/04/12 -1	1	\$250.00	1.80				
66 WISN 10/30/12 11/04/12 ET M-F		1230a-1a		:30	NM	1	\$100.00
Start Date End Date Weekdays	Spots/Week		Rating		1		*
Week: 10/29/12 11/04/12 -1	1	\$100.00	1.00	***************************************			
67 WISN 10/30/12 11/04/12 KATIE COURI		M-F 2-3P		:30	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/12 -1	Spots/Week 1	<u>Rate</u> \$400.00	Rating 1.20				
	1	· · · · · · · · · · · · · · · · · · ·	1.20				
68 WISN 10/30/12 11/04/12 3-4p Start Date	Spots/Week	3-4p	Dating	:30	NM	1	\$1,250.00
Week: 10/29/12 11/04/12 -1	1	<u>Rate</u> \$1,250.00	Rating 2.80				
69 WISN 10/30/12 11/04/12 DR. OZ		4P-5P		:30	NM	1	\$750.00
Start Date End Date Weekdays	Spots/Week		Rating	.00	IAIAI	ı	\$750.00
Week: 10/29/12 11/04/12 -1	1	\$750.00	2.90				
70 WISN 10/30/12 11/04/12 News M-F 430)a	430-5a		:30	NM	1	\$150.00
Start Date End Date Weekdays	Spots/Week		Rating		I		*******
Week: 10/29/12 11/04/12 -1	1	\$150.00	0.90				
71 WISN 10/30/12 11/04/12 News M-F 5p		5-530pm		:30	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/12 -1	Spots/Week 1	Rate \$1,800.00	Rating 6.00				
			0.00	-20		ē	
	Spots/Week	5-6A Rate	Rating	:30	NM	1	\$1,000.00
Week: 10/29/12 11/04/12 -1	1	\$1,000.00	2.80				
73 WISN 10/30/12 11/04/12 News M-F 6p		6-630pm		:30	NM	1	\$3,500.00
Start Date End Date Weekdays	Spots/Week	Rate	Rating	.00	14141	'	₩ IJ ,IJŲŬ,ŪŬ
Week: 10/29/12 11/04/12 -1	1	\$3,500.00	6.70				

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSROA1142

Advertiser Original Date / Revision 11/01/12 / 11/01/12 **American Crossroads**

*Line Ch Start Date End Date Description	Spots/ Start/End Time Days Length Week Rate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week	Rate Rating	
74 WISN 10/30/12 11/04/12 *UpFront PrimeTime Start Date	*6-7P :30 NM 2 <u>Rate</u> Rating \$1,500.00 6.30	\$1,500.00
Spot Ch Date Range Description 1 WISN 10/29/12-11/04/12 *UpFront PrimeTime See MG 74.2,74.3	Start/End Time Weekdays Length Rate Rtg Type *6-7P -Tu :30 \$1,500.00 6.30 NM	
2 WISN 11/03/12-11/03/12 BIG 12 SPORTS SATURD M MG for 74.1 10/30 3 WISN 11/03/12-11/03/12 INSIDE THE HUDDLE M MG for 74.1 10/30	AY630-7p, 6-630psa :30 \$1,000.00 3.30 NM INSIDE HUD 1035sa :30 \$500.00 3.00 NM	
75 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH	NM 1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Rate Rating \$1,000.00 4.10	41,000,00
76 WISN 10/30/12 11/04/12 DR. OZ ON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1a-2a :30 NM 1 <u>Rate</u> <u>Rating</u> \$50.00 0.60	\$50.00
77 WISN 10/30/12 11/04/12 Late News 10PM Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	10-1030p :30 NM 1 <u>Rate</u> <u>Rating</u> \$3,000.00 8.20	\$3,000.00
78 WISN 10/30/12 11/04/12 Late News 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1030p-11p :30 NM 1 <u>Rate Rating</u> \$1,500.00 5.10	\$1,500.00
79 WISN 10/30/12 11/04/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	11p-1130p :30 NM 1 <u>Rate</u> <u>Rating</u> \$1,000.00 3.20	\$1,000.00
80 WISN 10/30/12 11/04/12 Jimmy Kimmel Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	1130-1230a :30 NM 1 <u>Rate</u> <u>Rating</u> \$400.00 1.80	\$400.00
81 WISN 10/30/12 11/04/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	M-F 11A-12P :30 NM 1 Rate Rating \$250.00 1.80	\$250.00
82 WISN 10/30/12 11/04/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1230a-1a :30 NM 1 <u>Rate</u> <u>Rating</u> \$100.00 1.00	\$100.00
83 WISN 10/30/12 11/04/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	M-F 2-3P :30 NM 1 Rate Rating \$400.00 1.20	\$400.00
84 WISN 10/30/12 11/04/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	3-4p :30 NM 1 Rate Rating \$1,250.00 2.80	\$1,250.00
85 WISN 10/30/12 11/04/12 DR. OZ Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	4P-5P :30 NM 1 Rate Rating \$750.00 2.90	\$750.00
86 WISN 10/30/12 11/04/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	430-5a :30 NM 1 <u>Rate</u> Rating \$150.00 0.90	\$150.00
87 WISN 10/30/12 11/04/12 News M-F 5p Start Date End Date Weekdays Spots/Week	5-530pm :30 NM 1 <u>Rate</u> <u>Rating</u>	\$1,800.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Contract / Bouisian Alt Order #

11/01/12 / 11/01/12



	962675 / 2	06368271
Contract Dates	Product	Estimate #
10/30/12 - 11/05/12	AMERICAN CROSSRO	1142
Advertiser	Origi	nal Date / Revision

*Line Ch Start	Date End Da	ate Description	า	Start/End T	ime Day	Spot s Length Wee		Spots	Amount
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$1,800.00	Rating 6.00				
88 WISN 10/30/ Start Date Week: 10/29/12	/12 11/04/1 <u>End Date</u> 11/04/12	2 News M-F 5 Weekdays 1	a <u>Spots/Week</u> 1	5-6A <u>Rate</u> \$1,000.00	Rating 2.80	:30	NM	1	\$1,000.00
89 WISN 10/30/ Start Date Week: 10/29/12	/12 11/04/1 <u>End Date</u> 11/04/12	2 News M-F 6 <u>Weekdays</u> 1	ip <u>Spots/Week</u> 1	6-630pm <u>Rate</u> \$3,500.00	Rating 6.70	:30	NM	1	\$3,500.00
90 WISN 10/30/ Start Date Week: 10/29/12	/12 11/04/1 End Date 11/04/12	2 LIVE WITH <u>Weekdays</u> 1	KELLY & MICH Spots/Week 1	A 9-10am <u>Rate</u> \$1,000.00	Rating 4.10	:30	NM	1	\$1,000.00
91 WISN 10/30/ Start Date Week: 10/29/12	/12 11/02/1 End Date 11/04/12	2 News M-F 4 <u>Weekdays</u> wTF	30a <u>Spots/Week</u> 4	430-5a <u>Rate</u> \$250.00	Rating 0.00	:30	NM	4	\$1,000.00
						To	otals 307.40	95	\$99,450.00

American Crossroads

Time Period	# of Spots	Gross Amount	Net Amount		
10/29/12 -11/05/12	95	\$99,450.00	\$84,532.50		
Totals	95	\$99,450,00	\$84.532.50		

Signature:	Date:	
-		

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

BILLING AND PAYMENTS 1.

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the reasonable access amore equal opportunity requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

CONSEQUENTIAL DAMAGES 8.

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the (a)

face hereof.

(b) The Station shall exercise normal precautions in handling of	property and mail, but assumes no liability for loss or damage to program or commercia
materials and other property furnished by the Agency in connection with broadcasts hereunder.	The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except after its prior approval.	, , , , , , , , , , , , , , , , , , , ,

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Cross Roads Media 3704 W Lincoln Way Suite 293 Ames, IA 50014

	Contract / De	waian		AD O	
	Contract / Re			Alt Order #	<u> </u>
	962675	/ 3		06368271	
Product		·			
AMERICAN CROSSROAD	s				
Contract Dates	Estimate #				
10/30/12 - 11/05/12	1142				
<u>Advertiser</u>			Ori	ginal Date	/ Revision
American Crossroads				1/02/12	/ 11/02/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	cast		Cash
	<u>Station</u>	Accou	nt E	xecutive	Sales Office
	WISN	Will Hi	ldeb	randt	HRP -Washingto
	Special Hand	ing			
	<u>Demographic</u>				
	Adults 35+				
					Total Ratings
					307.40
	IDB#	<u>Adverti</u>	ser	Code	Product Code
		11			27
	Agency Ref			Advertiser	Ref

*Line Ch Start Date End Date Description	0	Spots/		
1 WISN 10/30/12 11/04/12 DR. OZ ON	Start/End Time Days	Length Week	Rate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	1a-2a <u>Rate</u> <u>Rating</u> \$50.00 0.60	:30	NM 1	\$50.00
2 WISN 10/30/12 11/04/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	10-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 8.20	:30	NM 1	\$3,000.00
3 WISN 10/30/12 11/04/12 Late News 1030PM Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	1030p-11p <u>Rate</u> <u>Rating</u> \$1,500.00 5.10	:30	NM 1	\$1,500.00
4 WISN 10/30/12 11/04/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	11p-1130p <u>Rate</u> <u>Rating</u> \$1,000.00 3.20	:30	NM 1	\$1,000.00
5 WISN 10/30/12 11/04/12 Jimmy Kimmel <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1130-1230a <u>Rate</u> <u>Rating</u> \$400.00 1.80	:30	NM 1	\$400.00
6 WISN 10/30/12 11/04/12 ANDERSON COOPER Start Date	M-F 11A-12P <u>Rate</u> <u>Rating</u> \$250.00 1.80	:30	NM 1	\$250.00
7 WISN 10/30/12 11/04/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	1230a-1a <u>Rate</u> <u>Rating</u> \$100.00 1.00	:30	NM 1	\$100.00
8 WISN 10/30/12 11/04/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	M-F 2-3P <u>Rate</u> <u>Rating</u> \$400.00 1.20	:30	NM 1	\$400.00
9 WISN 10/30/12 11/04/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	3-4p <u>Rate</u> <u>Rating</u> \$1,250.00 2.80	:30	NM 1	\$1,250.00
10 WISN 10/30/12 11/04/12 DR. OZ Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	4P-5P <u>Rate</u> <u>Rating</u> \$750.00 2.90	:30	NM 1	\$750.00
11 WISN 10/30/12 11/04/12 News M-F 430a	430-5a	:30	NM 1	\$150.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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WISN TV 759 N. 19th Street Milwaukee, Wi 53233 (414)342-8812

	Contract / Revision	Alt Order #	_
	962675 / 3	06368271	
Contract Dates	Product	Estimate #	_
10/30/12 - 11/05/12	AMERICAN CROSSR	O/1142	

<u>Advertiser</u> Original Date / Revision American Crossroads 11/02/12 / 11/02/12

*Line Ch Start Date End Date Description Start/End Time Days Length Week	Rate Rtn Type	Snote	Amount
Start Date End Date Weekdays Spots/Week Rate Rating	rate rai Type	Opols	Annount
Vveek: 10/29/12 11/04/12 1 1 \$150.00 0.90 Spot Ch Date Range Description Start/End Time Weekdays Length	Data Die Time		
1 WISN 10/29/12-11/04/12 News M-F 430a 430-5aF :30 \$4	<u>Rate</u> <u>Rtg Type</u> 50-00 0.90 <i>NM</i>		
See MG 11.2 2 WISN 11/02/12-11/02/12 Good Morning America 7-9aF :30 \$1			
─────────────────────────────────────	50.00 0.90 NM		
12 WISN 10/30/12 11/04/12 News M-F 5p 5-530pm :30	NM	1	\$1,800.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 1 1 \$1,800.00 6.00			\$1,000.00
13 WISN 10/30/12 11/04/12 News M-F 5a 5-6A :30	NM	1	£1 000 00
Start Date End Date Weekdays Spots/Week Rate Rating	IAIAL	J	\$1,000.00
14 MISN 10/20/42 14/04/42 Nove N. F.C.			
Start Date End Date Weekdays Spots/Week Rate Rating	NM	1	\$3,500.00
Week: 10/29/12 11/04/121 1 \$3,500.00 6.70			
15 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICHA 9-10am :30 Start Date End Date Weekdays Spots/Week Rate Rating	MM	1	\$1,000.00
Week: 10/29/12 11/04/121 1 \$1,000.00 4.10			
16 WISN 11/05/12 11/05/12 DR, OZ ON 1a-2a :30 Start Date End Date Weekdays Spots/Week Rate Pating	NM	1	\$50.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 1 1 \$50.00 0.60			
17 WISN 11/05/12 11/05/12 Late News 10PM 10-1030p :30	NM	1	\$3,000.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 1 1 \$3,000.00 8,20	, , , , ,	•	Ψ5,000.00
18 WISN 11/05/12 11/05/12 Late News 1030PM 1030p-11p :30	N/A	_	
Start Date End Date Weekdays Spots/Week Rate Rating	NM	1	\$1,500.00
10 MISN 11/05/12 11/05/12 Nijekije			
Start Date End Date Weekdays Spots/Week Rate Rating	NM	1	\$1,000.00
Week: 11/05/12 11/11/12 1 1 \$1,000.00 3.20			
20 WISN 11/05/12 11/05/12 Jimmy Kimmel 1130-1230a :30 Start Date End Date Weekdays Spots/Week Rate Rating	NM	1	\$400.00
Week: 11/05/12 End Date 11/11/12 Weekdays 1 Spots/Week 2 weekdays 3 weekdays 3 weekdays 4 weekdays 3 weekdays 4 weekdays 3 weekdays 4 weekdays 4 weekdays 3 weekdays 4 we			
21 WISN 11/05/12 11/05/12 ANDERSON COOPER M-F 11A-12P :30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 1 1 \$250.00 1.80			7270.00
22 WISN 11/05/12 11/05/12 ET M-F 1230a-1a :30	NM	1	6400.00
Start Date End Date Weekdays Spots/Week Rate Rating	14101	1	\$100.00
23 MISN 14/05/42 14/05/42 MATE COURS	***		
Start Date End Date Weekdays Spots/Week Rate Rating	MM	1	\$400.00
Week: 11/05/12 11/11/12 1 1 \$400.00 1.20			
24 WISN 11/05/12 11/05/12 3-4p 3-4p :30 <u>Start Date End Date Weekdays Spots/Week Rate Rating</u>	NM	1	\$1,250.00
Week: 11/05/12 11/11/12 1 1 \$1,250.00 2.80			
25 WISN 11/05/12 11/05/12 DR. OZ 4P-5P :30 Start Date End Date Weekdays Spots/Week Rate Rating	NM	1	\$750.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 1 1 \$750.00 2.90			
	L		

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specined.

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 962675 06368271 Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142

<u>Advertiser</u> Original Date / Revision American Crossroads 11/02/12 / 11/02/12

*Line Ch Start Date End Date Description	Start/End Ti	me Days Le	Spots/ ength Week R	ate Rtn Type	Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	Rating			r -	- Wilder
26 WISN 11/05/12 11/05/12 News M-F 430a	430-5a		:30	NM	1	\$150.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	Rate	Rating			'	Ψ150.00
	\$150.00	0.90				
27 WISN 11/05/12 11/05/12 News M-F 5p Start Date End Date Weekdays Spots/Week	5-530pm		:30	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$1,800.00	Rating 6.00				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
28 WISN 11/05/12 11/05/12 News M-F 5a		6.00				
Start Date End Date Weekdays Spots/Week	5-6A <u>Rate</u>	Detina	:30	NM	1	\$1,000.00
Week: 11/05/12 11/11/12 1 1	\$1,000.00	2.80				
N 29 WISN 11/05/12 11/05/12 News M-F 6p	6-630pm		:30	NIA.	_	
Start Date End Date Weekdays Spots/Week	Rate	Rating	.30	NM	1	\$3,500.00
vveek: 11/05/12 11/11/12 1 1	\$3,500.00	6.70				
Spot Ch Date Range Description	Start/End Tin	<u>ne Weekdays</u>	<u>Length</u> R:	ate Rtg Type		
1 WISN 11/05/12-11/11/12 News M-F 6p See MG 29.2	6-630pm	M	- :30 \$3,500.			
2 WISN 11/05/12-11/05/12 World News Tonight	M.C., roo o-					
® MG for 29.1 11/05	M-Su 530-6p	M	- :30 \$3,500.	00 6.70 NM		
30 WISN 11/05/12 11/05/12 LIVE WITH KELLY & MICHA	A 9-10am		-22			
Start Date End Date Weekdays Spots/Week		Rating	:30	NM	1	\$1,000.00
Week: 11/05/12 11/11/12 1 1	\$1,000.00	4.10				
31 WISN 11/05/12 11/05/12 Castle	Mon 9-10p	***	:30	NM	1	07.500.00
Start Date End Date Weekdays Spots/Week	<u>Ra</u> te	Rating	.00	EAIAI	1	\$7,500.00
Week: 11/05/12 11/11/12 1 1	\$7,500.00	16.70				
32 WISN 10/30/12 11/04/12 Late News Sa 10pm	10-1035p		:30	NM	1	\$850.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1- 1	Rate				·	4000.00
	\$850.00	2.80	····			
33 WISN 10/30/12 11/04/12 INSIDE THE HUDDLE Start Date End Date Weekdays Spots/Week	INSIDE HUD 1	•	:30	NM	1	\$250.00
Week: 10/29/12 11/04/121- 1	<u>Rate</u> \$250.00	Rating 1.30				
34 WISN 10/30/12 11/04/12 Sa 458-6a	456-6AM	1.00	.20			
Start Date End Date Weekdays Spots/Week		Rating	:30	NM	1	\$250.00
Week: 10/29/12 11/04/121- 1	\$250.00	2.10				
35 WISN 10/30/12 11/04/12 News Sa 6p-630p	6-630pm	" 	:30	NM	1	£4.000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1	Rate I	Rating	.00	14141	1	\$1,000.00
	\$1,000.00	5.30				
36 WISN 10/30/12 11/04/12 BIG 12 SPORTS SATURDAY Start Date End Date Weekdays Spots Meek	•)	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121- 1	<u>Rate</u> <u>F</u> \$500.00	Rating				7770.00
		4.70	***			
Start Date End Date Weekdays Spots/Week	7-9am	Dalina	:30	NM	1	\$500.00
Week: 10/29/12 11/04/121- 1	<u>Rate</u> <u>F</u> \$500.00	3.00				
38 WISN 10/30/12 11/04/12 Late News 10pm	10p-1030p		:30		_	
Start Date End Date Weekdays Spots/Week	Rate F	Ratino	.50	NM	1	\$3,000.00
Week: 10/29/12 11/04/121 1	\$3,000.00	6.80		ļ		
	*1030a-11a		:30	NM	1	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1		Rating	÷	1 4141	•	\$150.00
40 MICH 40/00/40 44/04/40	\$150.00	0.50	••••			
40 WISN 10/30/12 11/04/12 Upfront	11-1130p		:30	NM	1	\$200.00
				-		

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearest television inc. does not discriminate in the sale of educations to the sale of educati

specified.

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759 N. 19th Street Milwaukee, WI 53233

Contract / Revision Alt Order # 962675 / 3 06368271 Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO/1142 Advertiser Original Date / Revision American Crossroads 11/02/12 / 11/02/12

*Line Ch Start Date End Date Description	Otost/End T	: D	Spots/			
Start Date End Date Weekdays Spots/Week	Start/End T Rate	ime Days Rating	Length Week	Rate Rtn Type	Spots	Amount
Week: 10/29/12 11/04/121 1 41 WISN 10/30/12 11/04/12 Su 458-6a	\$200.00	2.20				
Start Date End Date Weekdays Spots/Week	458-6AM Rate	Rating	:30	NM	1	\$200.00
Week: 10/29/12 11/04/121 1	\$200.00	1.40				
Start Date End Date Weekdays Spots/Week	530-6p Rate	Rating	:30	NM	1	\$1,000.00
Week: 10/29/12 11/04/121 1	\$1,000.00	3.00				
43 WISN 10/30/12 11/04/12 Sun GMA 6 Start Date End Date Weekdays Spots/Week	5-7a <u>Rate</u>	Rating	:30	NM	1	\$400.00
Week: 10/29/12 11/04/121 1	\$400.00	2.50				
44 WISN 10/30/12 11/04/12 News Sun 7-9a 7 Start Date End Date Weekdays Spots/Week	7-9am Pata	Rating	:30	NM	1	\$400.00
Week: 10/29/12 11/04/121 1	\$400.00	3.30				
Start Date End Date Weekdays Spots A Neek	la-2a	Doti	:30	NM	1	\$50.00
Week: 10/29/12 11/04/121 1	<u>Rate</u> \$50.00	0.60				
46 WISN 10/30/12 11/04/12 Late News 10PM 1 Start Date End Date Weekdays Spots/Week	10-1030p	Dutie	:30	NM	1	\$3,000.00
Week: 10/29/12 11/04/121 1	\$3,000.00	Rating 8.20				
	030p-11p		:30	NM	1	\$1,500.00
Week: 10/29/12 11/04/121 1	<u>Rate</u> \$1,500.00	Rating 5.10				
48 WISN 10/30/12 11/04/12 Nightline 1 Start Date End Date Weekdays Spots/Week	1p-1130p		:30	NM	1	\$1,000.00
Week: 10/29/12 11/04/121 1	\$1,000.00	Rating 3.20				
	130-1230a		:30	NM	1	\$400.00
Week: 10/29/12 11/04/121 1	<u>Rate</u> \$400.00	Rating 1.80				
	1-F 11A-12P		:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$250.00	Rating 1.80				
51 WISN 10/30/12 11/04/12 ET M-F 12 Start Date End Date Weekdays Spots/Week	230a- <u>1</u> a	····	:30	NM	1	\$100,00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$100.00	Rating 1.00				7.50.00
	I-F 2-3P		:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$400.00	Rating 1.20				7.00.00
	-4p		:30	NM	1	\$1,250.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$1,250.00	Rating 2.80			,	V11200.00
54 WISN 10/30/12 11/04/12 DR. OZ 4F	P-5P	···	:30	NM	1	\$750.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$750.00	Rating 2.90			•	Ψ/30.00
	30-5a		:30	NM	1	\$150.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$150.00	Rating 0.90		1.4184	'	φ13U,UU
	530pm		:30	NM	1	\$1.800.00
Start Date End Date Weekdays Spots/Week	Rate	Rating		14141	'	\$1,800.00

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11/02/12 / 11/02/12



Contract / Revision Alt Order # 962675 / 3 06368271 Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO 1142 <u>Advertiser</u> Original Date / Revision

*Line Ch Start Date End Date Description	Ctart/Fust 7	Time David	Spots/	.	_	
			Length Week	Rate Rtn Type	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$1,800.00	Rating 6.00				
57 WISN 10/30/12 11/04/12 News M-F 5a	5-6A	0.00	.00		_	
Start Date End Date Weekdays Spots/Week	Rate	Rating	:30	NM	1	\$1,000.00
Week: 10/29/12 11/04/121 1	\$1,000.00	2.80				
58 WISN 10/30/12 11/04/12 News M-F 6p	6-630pm		:30	NM	1	\$3,500.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u>	Rating		7 1111	•	Ψ5,500.00
	\$3,500.00	6.70				
59 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH/ Start Date End Date Weekdays Spots/Week		Dating	:30	MM	1	\$1,000.00
Week: 10/29/12 11/04/121 1	\$1,000.00	Rating 4.10				
60 WISN 10/30/12 11/04/12 DR. OZ ON	1a-2a		:30	N.I.S.		
Start Date	Rate	Rating	.50	NM	1	\$50.00
Week: 10/29/12 11/04/12 -1 1	\$50.00	0.60				
61 WISN 10/30/12 11/04/12 Late News 10PM			:30	NM	1	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Rate	Rating				10,000.00
62 WISN 10/30/12 11/04/12 Late News 1030PM	*****	8.20				
Start Date End Date Weekdays Spots/Week	1030p-11p	Patina	:30	NM	1	\$1,500.00
	\$1,500.00	5.10				
63 WISN 10/30/12 11/04/12 Nightline	11p-1130p	****	:30	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	<u>Rate</u>			14141	•	Φ1,000.00
	\$1,000.00	3.20				
64 WISN 10/30/12 11/04/12 Jimmy Kimmel Start Date End Date Weekdays Spots/Week	1130-1230a		:30	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	Rate \$400.00	<u>Rating</u> 1.80				
	M-F 11A-12F	1.00	:30			
Start Date End Date Weekdays Spots/Week	Rate		.30	NM	1	\$250.00
vveek: 10/29/12 11/04/12 -1 1	\$250.00	1.80				
66 WISN 10/30/12 11/04/12 ET M-F	1230a-1a		:30	NM	1	\$100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	Rate \$100.00	Rating				4,00,00
		1.00				
Start Date End Date Weekdays Spots/Week	M-F 2-3P	Rating	:30	NM	1	\$400.00
Week: 10/29/12 11/04/12 -1 1	\$400.00	1.20				
68 WISN 10/30/12 11/04/12 3-4p	3-4p	****	:30	NM	1	\$1,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	<u>Rate</u>				•	\$1,250.00
	\$1,250.00	2.80				
69 WISN 10/30/12 11/04/12 DR. OZ Start Date End Date Weekdays Spots/Week	4P-5P	D-41-	:30	NM	1	\$750.00
Week: 10/29/12 11/04/12 -1 1	\$750.00	Rating 2.90				
70 WISN 10/30/12 11/04/12 News M-F 430a	430-5a		:30	NM	4	0450.00
Start Date End Date Weekdays Spots/Week		Rating	.00	NIVI	1	\$150.00
Week: 10/29/12 11/04/12 -1 1	\$150.00	0.90				
	5-530pm	D. //	:30	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> \$1,800.00	Rating 6.00				
70 1411014 (0/0044)	5-6A	0.00	.20			
Start Date End Date Weekdays Spots/Week		Rating	:30	NM	1	\$1,000.00
				1		

American Crossroads

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11/02/12 / 11/02/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 962675 1 06368271 Contract Dates Product Estimate # 10/30/12 - 11/05/12 AMERICAN CROSSRO/1142 <u>Advertiser</u> Original Date / Revision

Sale Part Secret Secre				
Start Date Find Date Meekdays SpotsWeek Rate Rating Start Date Star	*Line Ch Start Data End Data Danadation			
Week: 10/29/12 11/04/12 11/		, , , , , , , , , , , , , , , , , , , ,	Rtn TypeSpo	ts Amount
Siart Date Find Date Weekdays Spots/Week Size Spots Spot	Week: 10/29/12 11/04/12 -1 1 \$1,000.00			
Start Date End Date Secretary Secr	• OOOPIII	:30	NAA	1 \$2.500.00
Section Process Proc	10/20/4 40/20/40	Rating	IAIAI	1 \$3,500.00
Start Date End Date Meekdays Spots/Week Rate Rating Start Date Star				
Description Start/End Time Weekdays Length Rate Rig Type \$1,000.00 \$1,000.00 \$3,00 \$1,000.00 \$1,	Start Date End Date Weekdays Spots/Week Rate	Rating	NM	2 \$1,500.00
1	Spot Ch Date Range Description Start/End T		Bta Tuna	
2 WISN 11/03/12-11/03/12 3 WISN 11/03/12-11/03/12 3 WISN 11/03/12-11/03/12 3 WISN 11/03/12-11/03/12 3 WISN 11/03/12-11/03/12 11/04/12 3 WISN 10/30/12-11/04/12 3 Weekdays Spots/Week 10/29/12 11/04/12 3 Weekdays Spots/Week 10/29/12 11/04/1	1 WISN 10/29/12-11/04/12 *UpFront PrimeTime *6-7P			
3 WISN 11/03/12-11/03/12 3 WISN 11/03/12-11/03/12 75 WISN 10/30/12 11/04/12 Start Date End Date Weekdays Stort System (No. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10	2 WISN 11/03/12-11/03/12 BIG 12 SPORTS SATURDAY630-7n 6-6	30pSa :30 \$1,000.00 3	.30 NM	
75 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICHA 9-10am Slart Date End Date Weekdays Spots/Week Rate Rating Slart Date Meek 10/29/12 11/04/12 DR. OZ ON Spots/Week Rate Rating Spots/Week Spots/Week Rate Rating Spots/Week	3 WISN 11/03/12-11/03/12 INSIDE THE HUDDLE INSIDE HU	D 1035Sa :30 \$500.00 3	.00 NM	
Start Date End Date Weekdays Spots/Week Rate Rating Start Date Star				
Week: 10/29/12 11/04/12 DR. OZ ON 1a-Ze 30 NM 1 \$50.			NM	1 \$1,000.00
Start Date	18/		İ	
Meek 10729/12 11/04/12 11	10"Za	-30	NIM	1 000.00
77 WISN 10/30/12 11/04/12 Late News 10PM 10-1030p Start Date End Date Weekdays Spots/Week Start Date End Dat	14/2-14 40/00/40	Rating	MIN	1 \$50.00
Start Date End Date Titl/04/12 Spots/Week Rate Rating Start Date Meek days Spots/Week Spots/Week Start Date Meek days Spots/	77 11/20			
Week: 10/29/12	Start Date End Date Weekdays Spots/Week Rate		NM	1 \$3,000.00
Start Date End Date Meekdays Spots/Week 10/29/12 11/04/12 Nightline Spots/Week Rate Rating Start Date Meekdays Start Date Start Date End Date Meekdays Spots/Week Rate Rating Start Date Start Date End Date Meekdays Spots/Week Rate Rating Start Date Start Date End Date Meekdays Spots/Week Rate Rating Start Date Meekdays Spots/Week Rate Rating Start Date Meekdays Spots/Week Rate Rating Start Date Meekdays Spots/Week Rate Rating Start Date Start Date Meekdays Spots/Week Rate Rating Start Date	Week: 10/29/12 11/04/121 1 \$3,000.00			
Start Date End Date Weekdays 110/4/12 Nightline 11p-1130p Start Date End Date Meekdays 1 Stoto Start Date Meek 10/29/12 11/04/12 Nightline 11p-1130p Start Date End Date Meekdays 1 Stoto Nightline 11p-1130p Start Date End Date Meekdays Spots/Week 10/29/12 11/04/12 Nightline 11p-1130p Start Date End Date Meekdays Spots/Week Rate Rating Start Date Meekdays Spots/Week Rate Rating Start Date Meekdays Spots/Week Rate Rating Start Date Meekdays Spots/Week Rate Rating Start Date Meekdays Spots/Week Rate Rating Start Date Meekdays Spots/Week Rate Rating Start Date Start Date Meekdays Spots/Week Rate Rating Start Date End Date Meekdays Spots/Week Rate Rating Start Date Start Date Start Date End Date Meekdays Spots/Week Rate Rating Start Date Start Date End Date Meekdays Spots/Week Rate Start Date Start Date End Date Meekdays Spots/Week Rate Start Date Start Date End Date Meekdays Spots/Week Rate Start Date Start Date Start Date End Date Meekdays Spots/Week Rate Start Date Start Date Start Date End Date Meekdays Spots/Week Rate Start Date Meekdays Spots/Week Rate Start Date Start Dat		:30	NM	1 91 500 00
Top Top	TALL TOTAL TOTAL	Rating	11171	ι φι,500,00
Start Date Week: 10/29/12 11/04/12 11/04/12 Jimmy Kimmel 130-1230a 3.20	70 MICH 40/00/40 44/04/40 MICH 19			
Start Date End Date Weekdays Spots/Week Start Date Hold/12 Start Date End Date Hold/12 Start Date End Date Hold/12 Start Date End Date Hold/12 Start Date End Date Hold/12 Start Date End Date Hold/12 Start Date End Date Hold/12 Start Date End Date Hold/12 Start Date Hold/12 Start Date Hold/12 Start Date Hold/12 Start Date Hold/12 Start Date Hold/12 Start Date Hold/12 Start Date Hold/12 Start Date Hold/12 Start Date End Date Hold/12 Start Date Hold/12 Start Date Hold/12 Start Date Hold/12 Start Date End Date Hold/12 Start Date	Start Date End Date Weekdays Spots/Week Rate		NM	1 \$1,000.00
Start Date Hold Date Hol	Week: 10/29/12 11/04/121 1 \$1,000.00			
Week Start Date End Date Weekdays Spots/Week Rate Start Date Weekdays Start Date Start Da	Charl Data Find Dr. 144 1 1		NM	1 \$400.00
81 WISN 10/30/12	Mask: 10/20/12 11/04/12			¥ 15 6 .55
Start Date End Date 11/04/12 11/04/12 ET M-F 1230a-1a 30 NM 1 \$100.00	81 WISN 10/30/12 11/04/12 ANDERSON COOPER M-F 11A-12F		NINA	4 00=0.00
82 WISN 10/30/12 11/04/12 ET M-F Start Date Week 10/29/12 11/04/12 ET M-F Week: 10/29/12 11/04/12 KATIE COURIC M-F 2-3P Week: 10/29/12 11/04/12 Spots/Week Rate Start Date Weekdays Spots/Week Rate Start Date Week 11/04/12 11/04/12 3-4p Start Date End Date Weekdays Spots/Week Rate Start Date End Date Weekdays Spots/Week Rate Start Date Week 10/29/12 11/04/12 3-4p Week: 10/29/12 11/04/12 3-4p Week: 10/29/12 11/04/12 11/04/12 3-4p Week: 10/29/12 11/04/12 DR. OZ Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Weekdays Spots/Week Rate Start Date Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Weekdays Spots/Week Rate Rating Start Date In/04/12 DR. OZ Spots/Week Rate Rating Start Date In/04/12 DR. OZ Spots/Week Rate Rating Start Date Weekdays Spots/Week Spot	Start Date End Date Weekdays Spots/Week Rate		NIVI	\$250.00
Start Date Week: End Date 11/04/12 Weekdays -1 Spots/Week \$100.00 Rating \$100.00 1.00 83 WISN 10/30/12 11/04/12 KATIE COURIC \$100.00 M-F 2-3P :30 NM 1 \$400.00 Week: 10/29/12 End Date 11/04/12 Weekdays Spots/Week 7 (\$400.00) Rate 7 (\$400.00) Rating 7 (\$400.00) 1.20 84 WISN 10/30/12 11/04/12 3-4p 3-4p :30 NM 1 \$1,250.00 Week: 10/29/12 11/04/12 Weekdays 9 (\$1,250.00) Spots/Week 7 (\$1,250.00) Rate 7 (\$1,250.00) Rating 7 (\$2,80) 1 \$750.00 85 WISN 10/30/12 11/04/12 DR. OZ (\$4P-5P\$ (\$1,00) \$1,250.00 \$2.80 NM 1 \$750.00 86 WISN 10/30/12 11/04/12 News M-F 430a 430.50 2.90 2.90 2.90	92 14(0)1 40(0)(0)	1.80		
Week: 10/29/12 11/04/12 1 1 \$100.00 1.00 83 WISN 10/30/12 11/04/12 KATIE COURIC M-F 2-3P :30 NM 1 \$400.00 Week: 10/29/12 End Date 11/04/12 Weekdays -1 Spots/Week 1/00.00 Rating 1/20 1.20 NM 1 \$1,250.00 84 WISN 10/30/12 11/04/12 3-4p 3-4p :30 NM 1 \$1,250.00 Week: 10/29/12 11/04/12 Weekdays 2-1 Spots/Week 2-1 Rating 2.80 1.20 NM 1 \$1,250.00 85 WISN 10/30/12 11/04/12 DR. OZ 3-1 4P-5P 3-7 :30 NM 1 \$750.00 Start Date Week: 10/29/12 End Date 11/04/12 Weekdays 2-1 Spots/Week 2-1 Rating 2-1 1 \$750.00 2.90 86 WISN 10/30/12 11/04/12 News M-F 430a 430.50 2.90 2.90	Charles Ford Date 14	:30	NM	1 \$100.00
Start Date End Date 11/04/12 Spots/Week Rate \$400.00 1.20	Week: 10/20/12 11/04/12 1			
Start Date End Date 11/04/12 11/04/12 11/04/12 11/04/12 3-4p 3-	83 WISN 10/30/12 11/04/12 KATIE COURIC M-F 2-3P	:30	NA	1 6400.00
84 WISN 10/30/12 11/04/12 3-4p 3-4p :30 NM 1 \$1,250.00 Start Date End Date Weekdays Spots/Week Rate Rating 2.80	Meek: 10/20/12 11/04/12 1	Rating	TAIVI	\$400.00
Start Date Week: 10/29/12 11/04/12 Spots/Week Rate Spots/Week Rating Start Date Start Date Start Date End Date Seekdays Spots/Week Rating Start Date Start Date Start Date Start Date Start Date Start Date Spots/Week Rate Spots/Week Rating Spots/Week Rating Spots/Week Spots/Week Rating Spots/Week Spots/Week Rating Spots/Week Sp	84 WISN 10/30/12 11/04/12 3-4p 3-4p		NIM	1 64 656 65
85 WISN 10/30/12 11/04/12 DR. OZ 4P-5P :30 NM 1 \$750.00 Start Date End Date Weekdays Spots/Week Rate 750.00 2.90 86 WISN 10/30/12 11/04/12 News M-F 430a 430.50	Model 40/00/40	Rating	LAIM	1 \$1,250.00
Start Date End Date Weekdays Spots/Week Rate Rating S750.00 2.90	DE INICHI 40/00/40 AA/04/40		111.5	
86 WISN 10/30/12 11/04/12 News M-F 430a 430.50	Start Date End Date Weekdays Spots/Week Rate	Rating	MIM	1 \$750.00
00 VVISN 1U/3U/12 11/04/12 News M-F 430a 430-5a :30 NM 1 0450.0	3730.00	2.90		
	86 VVISN 10/30/12 11/04/12 News M-F 430a 430-5a	:30	NM	1 \$150.00

American Crossroads

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision 962675 / 3	<u>Alt Order #</u> 06368271		
Contract Dates 10/30/12 - 11/05/12	Product AMERICAN CROSSR	Estimate # SRO/1142		
Advertiser American Crossroads		ginal Date / Revision 1/02/12 / 11/02/12		

*Line Ch Start Date End Date Description	Start/End Tim	ne Days Le	Spots/ ngth Week Ra	te Rtn TypeS	Snots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> <u>F</u> \$150.00	Rating 0.90			, p 0 10	ATTOGIK
87 WISN 10/30/12 11/04/12 News M-F 5p Start Date	5-530pm <u>Rate</u> <u>F</u> \$1,800.00	Rating 6.00	:30	NM	1	\$1,800.00
88 WISN 10/30/12 11/04/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	5-6A <u>Rate</u> <u>F</u> \$1,000.00	Rating 2.80	:30	NM	1	\$1,000.00
89 WISN 10/30/12 11/04/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	6-630pm <u>Rate</u> <u>B</u> \$3,500.00	Rating 6.70	:30	NM	1	\$3,500.00
90 WISN 10/30/12 11/04/12 LIVE WITH KELLY & MICH Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1		Rating 4.10	:30	NM	1	\$1,000.00
91 WISN 10/30/12 11/02/12 News M-F 430a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12WTF 4	430-5a <u>Rate</u> <u>R</u> \$250.00	Rating 0.00	:30	NM	4	\$1,000.00
			Totals	307.40	95	\$99,450.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/05/12	95	\$99,450.00	\$84,532.50
Totals	95	\$99,450.00	\$84,532.50

Signature:	Date:	
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(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

BILLING AND PAYMENTS

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. **TERMINATION**

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory

AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. **GENERAL**

Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the (a)

face hereof.

- (b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, and to the extent that party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so apply to the media buying service, all references herein to Agency shall allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]